



Mary Smith

SHORT NAME
MAR

IMAGE



AGE

74

OCCUPATION

Retired

QUOTE

"I trust my doctor, but I also want to be able to talk to a pharmacist in person if I have any concerns about my medication."

BIO

Mary is a retired teacher who lives in a small town. She has been dealing with high blood pressure for several years, and her doctor recently prescribed her a new medication to manage her condition. Mary is generally healthy and active, but she has limited mobility due to some arthritis in her knees and hips. She lives alone but has some family members who help her with tasks like grocery shopping and transportation.

PREFERRED COMMUNICATION CHANNELS

- ▶ Face-to-face interaction
- ▶ SMS

CORE NEEDS

- ▶ Clear communication with healthcare providers
- ▶ Support for mobility issues
- ▶ Affordable medication
- ▶ Trust and reliability

MAIN FRUSTRATIONS

- ▶ High costs
- ▶ Confusing instructions
- ▶ Standing for long periods of time

PERSONALITY

Introvert

Extrovet

Intuition

Sensing

