



Simon Robben

SHORT NAME
SIM

IMAGE



BIO

John is a systems software developer and between his job and his personal life, he doesn't have lots of free time. He has been suffering from chronic back pain for several months now, and his doctor has prescribed him some medication to manage the pain. Being always busy, he is looking for a modern and efficient service that will allow him to quickly and easily get his medication.

AGE

32

PREFERRED COMMUNICATION CHANNELS

- ▶ Mobile Apps
- ▶ Email
- ▶ SMS

OCCUPATION

Software Developer

CORE NEEDS

- ▶ Convenience getting the medication
- ▶ Efficiency in the process
- ▶ Transparency
- ▶ Reliability

QUOTE

"Time is precious to me, so I like to be efficient and secure in everything I do"

MAIN FRUSTRATIONS

- ▶ Long wait times
- ▶ Inacurate informations about the process
- ▶ Privacy concerns with his personal data

PERSONALITY

Introvert

Extrovet

Intuition

Sensing

