# **User Personas (Draft)**

## **Persona 1: Sarah Nguyen, First-Time Pregnant Mother**

* **Age**: 28
* **Location**: Parramatta, NSW
* **Background**: Sarah is a Vietnamese-Australian marketing coordinator working full-time. She and her partner, Tom, are expecting their first child in six months. Sarah speaks English fluently but wants resources in Vietnamese for her parents, who are involved in her pregnancy journey. She’s tech-savvy but feels overwhelmed by conflicting online pregnancy advice.
* **Goals**:
  + Access reliable, evidence-based pregnancy information tailored to Australian guidelines.
  + Track her pregnancy progress and receive weekly updates on fetal development.
  + Book appointments with a midwife and find a nearby birthing center.
  + Connect with other first-time mothers for support and shared experiences.
* **Pain Points**:
  + Struggles to find trustworthy information amid online misinformation.
  + Worries about missing important prenatal checkups due to her busy schedule.
  + Feels anxious about childbirth and wants resources to prepare mentally.
  + Needs multilingual content for her parents to feel included.
* **App Usage**:
  + Uses the Pregnancy Tracker to monitor weekly progress and get tailored tips.
  + Searches the Education Library for articles on nutrition and childbirth preparation.
  + Joins the Parenting Forum to connect with other expectant mothers.
  + Uses the Appointment Scheduler to book midwife visits and set reminders.
  + Accesses Vietnamese-translated resources for her parents.

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## **Persona 2: Aisha Patel, Pregnant Mother in Rural Area**

* **Age**: 34
* **Location**: Dubbo, NSW
* **Background**: Aisha is an Indian-Australian primary school teacher and mother of a two-year-old. She’s pregnant with her second child, due in four months. Living in a rural area, Aisha has limited access to healthcare facilities and relies on telehealth for non-emergency consultations. She values community support and wants to ensure her family’s health needs are met.
* **Goals**:
  + Use telehealth to consult with medical professionals without traveling.
  + Access offline resources due to unreliable internet connectivity.
  + Track her toddler’s growth and vaccinations alongside her pregnancy.
  + Learn about financial assistance programs to manage healthcare costs.
* **Pain Points**:
  + Limited local healthcare options make specialist access challenging.
  + Unreliable internet disrupts access to online resources.
  + Balancing care for her toddler and pregnancy is time-consuming.
  + Concerns about affording additional medical expenses.
* **App Usage**:
  + Uses Telehealth Integration for virtual consultations with a midwife.
  + Downloads offline content from the Education Library for pregnancy and childcare.
  + Logs her toddler’s growth in the Growth Tracker and sets vaccination reminders.
  + Explores Socioeconomic Support Information to apply for Centrelink benefits.
  + Uses the Symptom Checker for quick health assessments for herself and her child.

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## **Persona 3: Jessica O’Connor, Australian Married Christian Mother**

* **Age**: 30
* **Location**: Penrith, NSW
* **Background**: Jessica is an Australian-born, married Christian mother, expecting her third child in five months. She and her husband, Matt, a tradie, live in a suburban home and attend their local Anglican church. Jessica is a stay-at-home mum who values family, faith, and community. She’s familiar with pregnancy but wants reliable resources to ensure a healthy delivery and Christian-aligned parenting advice.
* **Goals**:
  + Access pregnancy resources that respect her Christian values, like family-focused care.
  + Connect with local church-based parenting groups for support.
  + Track her pregnancy and ensure her baby meets health milestones.
  + Use the app to manage family healthcare needs, including vaccinations for her older kids.
* **Pain Points**:
  + Feels some apps push values that conflict with her faith.
  + Busy with two kids, she struggles to find time for new information.
  + Wants local, practical support rather than generic advice.
  + Needs an easy-to-use app, as she’s not very tech-savvy.
* **App Usage**:
  + Uses the Pregnancy Tracker to monitor her baby’s development and set checkup reminders.
  + Searches the Support Group Directory for church-based parenting groups in Penrith.
  + Accesses the Vaccination Information section to schedule shots for her older children.
  + Reads Child Development Guides for age-specific advice for her kids.
  + Uses the Emergency Information guide for quick reference during pregnancy concerns.

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## **Persona 4: Fatima Ali, Midwife**

* **Age**: 42
* **Location**: Bankstown, NSW
* **Background**: Fatima is an experienced midwife working for a public hospital in Sydney. She serves a diverse community, including many Arabic-speaking families, and often conducts home visits. Fatima is passionate about culturally sensitive care and professional development to stay updated on maternal health practices.
* **Goals**:
  + Access evidence-based guidelines to provide high-quality care.
  + Coordinate patient referrals to specialists like obstetricians.
  + Share multilingual resources with non-English-speaking patients.
  + Participate in professional forums to exchange best practices.
* **Pain Points**:
  + Time constraints make it hard to stay updated on new guidelines.
  + Coordinating referrals involves multiple systems, causing delays.
  + Needs quick access to resources during busy home visits.
  + Managing patient follow-ups can be disorganized without a centralized tool.
* **App Usage**:
  + Uses the Informational Resources library for NSW Health-aligned guidelines.
  + Requests referrals via the Referral System for seamless specialist coordination.
  + Shares Arabic-translated resources from Multilingual Content with patients.
  + Participates in the Professional Forum to discuss cases with other midwives.
  + Sends secure messages through Patient Communication to follow up with patients.

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## **Persona 5: Dr. James Carter, Listed Pediatrician**

* **Age**: 50
* **Location**: Chatswood, NSW
* **Background**: Dr. Carter is a pediatrician with 20 years of experience, listed in the app’s directory. He works in a private practice and serves families across Sydney’s North Shore. He values efficiency and wants to use the app to manage patient interactions and stay informed about public health campaigns.
* **Goals**:
  + Update his profile to reflect availability and specialties.
  + Access patient growth data to prepare for consultations.
  + Receive telehealth requests for non-emergency consultations.
  + Stay informed about NSW Health campaigns to promote to patients.
* **Pain Points**:
  + Outdated directory listings lead to incorrect patient expectations.
  + Manual record-keeping for patient data is time-consuming.
  + Limited time to engage with public health initiatives.
  + Needs a streamlined way to handle patient queries outside office hours.
* **App Usage**:
  + Updates his profile in Profile Management to ensure accurate details.
  + Reviews patient data in the Growth Tracker (with consent) before appointments.
  + Accepts Telehealth Integration requests for virtual consultations.
  + Receives Notifications and Reminders about NSW Health campaigns like flu shots.
  + Responds to patient queries via Patient Communication for efficient follow-ups.

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## **Persona 6: Lisa Chang, Listed Lactation Consultant**

* **Age**: 38
* **Location**: Bondi, NSW
* **Background**: Lisa is a certified lactation consultant with 10 years of experience, working part-time at a community health center and offering private telehealth consultations. She’s Chinese-Australian and passionate about supporting new parents, especially those from multicultural backgrounds, with breastfeeding challenges. Lisa values technology for streamlining her work and staying connected with patients.
* **Goals**:
  + Receive telehealth requests to provide breastfeeding support remotely.
  + Access patient feeding data (with consent) to offer personalized advice.
  + Share multilingual breastfeeding resources with diverse patients.
  + Stay updated on NSW Health campaigns related to maternal and infant health.
* **Pain Points**:
  + Managing a mix of in-person and virtual appointments is time-consuming.
  + Patients often lack access to culturally relevant breastfeeding resources.
  + Limited time to research new guidelines due to a busy schedule.
  + Needs a secure way to communicate sensitive advice to patients.
* **App Usage**:
  + Accepts Telehealth Integration requests for virtual breastfeeding consultations.
  + Reviews patient data in the Feeding and Sleep Tracker (with consent) to tailor advice.
  + Shares Mandarin-translated resources from Multilingual Content with patients.
  + Receives Notifications and Reminders about NSW Health campaigns, such as breastfeeding awareness weeks.
  + Uses Patient Communication to send secure follow-up messages to parents.

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## **Persona 7: Dr. Michael Reid, Listed Obstetrician**

* **Age**: 45
* **Location**: Wollongong, NSW
* **Background**: Dr. Reid is an obstetrician with 15 years of experience, working at a public hospital and a private practice. He serves a mix of urban and regional patients, including many from low-income backgrounds. As a father of three, he’s empathetic to family needs and wants to use the app to improve patient care coordination and access to government resources.
* **Goals**:
  + Update his profile to reflect his availability and hospital affiliations.
  + Access patient pregnancy tracker data (with consent) to prepare for consultations.
  + Coordinate referrals from midwives through the app for efficient care.
  + Inform patients about financial assistance programs to ease healthcare costs.
* **Pain Points**:
  + Inconsistent referral processes from midwives cause delays in patient care.
  + Manual patient data collection is inefficient and prone to errors.
  + Patients often unaware of government benefits, requiring extra consultation time.
  + Balancing hospital and private practice schedules is challenging.
* **App Usage**:
  + Updates his profile in Profile Management to ensure accurate availability and contact details.
  + Reviews patient data in the Pregnancy Tracker (with consent) before appointments.
  + Receives referrals via the Referral System for seamless coordination with midwives.
  + Shares Socioeconomic Support Information with patients about Centrelink benefits.
  + Uses the Informational Resources library to access NSW Health-aligned obstetric guidelines.