Name: John

Age: 53

Occupation: Obsterician (pregency specialist)

Goals:

* To find potential risks in early stages of pregnant more quickly.
* To deliver higher “quality of care” to patients.
* To be able to communicate more with patients during / after each consultation.
* To enjoy “easy-to-use” technologies.

slogan: “Less pain in the pregnancy journey”

BIO:

John has 20+ years’ experiences as an obstetrician and is a professional in various problems among different stages during the pregnancy. John arranges over 100+ consultations events per week. He cares about patients’ experiences and psychological conditions during pregnancy and advocates “painless delivery”. He hopes that by using modern technology, his workloads could be reduced and potential dangerous patients could be identified. However, most of the patient management applications or systems are too difficult to use, which actually adds more loads to John’s works. Therefore, he wants the technology to be easy-to-use and user-friendly.

Personality:

* Extrovert – Introvert: 1
* Sensing – Intuitive: 2
* Thinking – Feeling: 4
* Judging – Perceiving: 2