



Madalena Castro

SHORT NAME
MAD

IMAGE



AGE

25

GENDER

Female

ANUAL INCOME

15000€/year

KEY MOTIVATION

Career growth; Maintain your quality of life; Creating a family;

QUOTE

"It does not matter how slowly you go as long as you do not stop"

HOOBIES

Hiking, Volleyball, walking

CORE NEEDS

- ▶ Prevent the progression of the disease and correct some deviations;
- ▶ Reduce back pain and discomfort;
- ▶ Improve your posture;
- ▶ Maintain your health and well-being;

MAIN FRUSTRATIONS

- ▶ Backpain and stress due to poor posture at work;
- ▶ Concern about the progression of scoliosis;
- ▶ Feeling of frustration at not being able to do the activities she likes;
- ▶ Difficulty finding time to do physiotherapy;

TECHNOLOGY ADAPTABILITY

Very Bad

Very Good

PREFERRED COMMUNICATION CHANNELS

- ▶ Messages
- ▶ Social media
- ▶ Calls

A DAY IN THE LIFE

Madalena is a young woman who works in accounting. She spends much of her day sitting at a desk, which has led to the development of scoliosis. She is frustrated by her back pain and worried about the progression of her condition. She is also frustrated that she is not able to do the activities she used to enjoy. Madalena is determined to improve her health and

PHYSIOTHERAPY SERVICE ..

She managed to find time to do physiotherapy once a week

well-being. She has been advised to undergo physiotherapy, but she has difficulty finding time to attend appointments.