

# User Persona 1



## Mark Jones

**Age:** 55

**Occupation:** Construction

**Location:** New Mexico

**Tech literate:** Medium

### Personality:

Introvert, Supportive, Curious, Reader

### Bio:

He has recently started experiencing symptoms of fatigue and loud snoring, and her doctor suspects sleep apnea. He wants to understand what sleep apnea is, what treatment options exist, and how she can prepare for diagnosis and therapy.

### Core needs:

- Needs a place to learn more about sleep
- Find support within the sleep apnea community
- Clear, credible educational resources

### Frustrations:

- Overwhelming information with no clear path
- Hard to differentiate reliable vs. not reliable advice
- No centralized hub for beginner-friendly guidance

# User Persona 2



## Sydney James

**Age:** 31

**Occupation:** Sales Manager

**Location:** Washington

**Tech literate:** High

### Personality:

Extrovert, Tech-Savy, busy professional

### Bio:

She was diagnosed with sleep apnea a couple years ago but does not know much about it. She is looking for a supportive space where she can connect with others who share similar experiences and challenges related to sleep apnea.

### Core needs:

- Track the CPAP using behavior
- Discuss with people with the same symptom
- Learn about the tips and tricks with CPAP machines

### Frustrations:

- Can not get customized CPAP machine recommendation
- Lack of individualized behavior tracking app
- Having difficulty looking for credible websites on sleep apnea