

HeadCenter

Valerio Baldi → 1940729

Dias Serik → 2119725

Claudia Di Paolo → 1954414

User profile

Gender : men/women

Job: full time jobs/part time jobs

Age : 35 - 55(average 45 ages)

Language: English, Italian

Education: from middle school

Location: no specific limitations

Technology: cell phone/computer and internet connection

Disabilities: no specific limitations

Family: no specific limitations

Persona 1:

Harry Head is a 42 year - old divorced man with a child from Milan. He has a wi-fi connection and a laptop. He has frequent headaches due to working a lot at the computer and to his verticalization of the cervical. He wants to keep track of his headaches in order to inform his doctor and recover.

Persona 2:

Kate Bluncet is a 57 year old woman with 2 children from Naples. She has a wi-fi connection at home and a computer. She has frequent headaches due to stress. Sometimes she wants to write down her headaches and recover.

Scenario 1

It's a Wednesday evening and Harry had a very stressful work day. He has a headache and he remembers that a doctor told him to track all headaches so he opened the laptop and wrote it down. Because it is evening time he could not contact his doctor. He wants to record the frequency of headaches so his doctor will understand the proper way to help him. He had a very bad headache due to his very stressful day work in front of the computer and being sitting for over 8 hours. It doesn't seem that the headache will go away so he wants to contact his doctor but at the moment he can't so he wants to write down his symptoms and conditions.

Scenario 2

Kate had a terrible day going after her children at school and shopping for groceries. Then she started preparing dinner for her family and it took a lot of time because her children kept interrupting her. Before putting the children to bed she felt a very bad headache so she wanted to record the episode. She usually drinks 3 cups of coffee a day and her doctor was concerned about it. She also sleeps only five hours per night, so she lacks good resting.

Competitors and differences

Names	iMaDiTesta	HeadApp!	WithCove	HeadCenter
Features				
Headache Recording	✓	✓	X	✓
Coffee Recordings	X	X	X	✓
Screen Time Recording	X	X	X	✓
Sleep Recording	X	✓	X	✓
Pain Location	✓	✓	X	✓
Multi-language	X	X	X	✓
Headache Repercussions	✓	✓	X	✓
Medical Assistance	X	X	✓	X
Store	X	X	✓	X
Reviews	X	X	✓	X
Fee	X	X	✓	X
Headache Insensity	✓	✓	X	✓
Medicine Assumptions	✓	✓	✓	✓
Other symptoms	✓	✓	X	✓
Quick Headache recording	✓	X	X	✓
Blog	✓	X	✓	X
Calendar of Recordings	✓	✓	X	✓