SARAH AHMED

BASIC INFO

Age	26 years
Occupation	University Student
Condition	Epilepsy (diagnosed 5 years ago)
Tech Familiarity	Medium (uses smartphone daily)
Location	Cairo, Egypt

HOW NEUROGUARD HELPS

- ✓ Real-time prediction system for seizures using brain + movement signals.
- ✓ Strong multi-channel notifications (vibration, sound, SMS via SIM).
- ✓ Affordable device compared to global competitors.
- ✓ Offline safety with built-in SIM, not fully dependent on Wi-Fi.
- ✓ Multi-user dashboard for family & doctors to track progress.
- ✓ Energy efficient for long battery life (critical for daily wear).
- ✓ Future-ready: can extend to all-in-one solution for other conditions (stroke, cardiac events, sleep apnea).

PERSONALITY & BEHAVIOR

- Values independence and confidence in daily routines.
- Needs reassurance of safety to engage socially.
- Prefers simple, reliable, and non-intrusive devices.
- Trusts healthcare solutions recommended by doctors.

GOALS

- Stay independent and safe during daily life.
- Get early warnings before seizure episodes.
- Ensure family and caregivers are notified instantly.
- Reduce hospital visits and emergency risks.
- Track long-term health data to share with her doctor.

PAIN POINTS

- Current wearables are expensive and not designed for epilepsy specifically.
- Fear of sudden seizures in public without help.
- Devices with weak notifications or only app-based alerts.
- Dependence on internet connection for emergency alerts.
- No single device that combines brain, heart, oxygen, and motion tracking.