

<persona> \*\*Rachel Chen, Digital Native with Type 1\*\*

Rachel is a tech-savvy young professional who was diagnosed with Type 1 diabetes during her freshman year of college. She actively seeks out the latest diabetes technology and has become an advocate in online communities, but struggles with insurance coverage for devices she believes would improve her quality of life.

- **Name:** Rachel Chen
- **Age:** 27
- **Type of diabetes:** Type 1
- **Years since diagnosis:** 9
- **Current treatment regimen:** Insulin pump (Tandem t:slim X2), Dexcom G6 CGM, smartphone apps for tracking
- **Technology comfort level:** High
- **Primary health concerns:** Long-term complications, maintaining stable blood glucose during high-stress work periods, affording diabetes supplies
- **Specific questions/needs:** "How can I optimize my basal rates for better overnight control?" "Are there AI solutions that can predict my glucose trends better than current algorithms?" "How can I find more affordable alternatives to sensors that keep failing?"
- **Previous health tech experience:** Has tried multiple glucose tracking apps, participates in beta testing for diabetes tech, active in online diabetes communities
- **Lifestyle factors:** Works long hours as a UX designer, enjoys rock climbing and hiking on weekends, follows a primarily plant-based diet, sometimes skips meals when busy
- **Socioeconomic background:** Middle-income (\$85,000/year), bachelor's degree in design, works at a mid-sized tech company
- **Geographic location:** Urban (Seattle, WA) </persona>

<persona> \*\*Marcus Johnson, Newly Diagnosed with Type 2\*\*

Marcus is a middle-aged construction foreman who was diagnosed with Type 2 diabetes after a routine physical revealed significantly elevated blood glucose. He's intimidated by medical technology but recognizes he needs to make changes and is willing to try simple digital tools that don't disrupt his busy work schedule.

- **Name:** Marcus Johnson
- **Age:** 52
- **Type of diabetes:** Type 2
- **Years since diagnosis:** 8 months
- **Current treatment regimen:** Metformin, recently prescribed a GLP-1 receptor agonist, basic glucose monitoring with fingersticks twice daily
- **Technology comfort level:** Low to medium
- **Primary health concerns:** Weight management, avoiding insulin dependence, maintaining his physical job performance

- **Specific questions/needs:** "What's a simple way to track my food without spending ages logging every meal?" "How do I know if my medication is actually working?" "Are there tools that remind me to check my blood sugar that aren't annoying?"
- **Previous health tech experience:** Tried using a fitness tracker but abandoned it after a month, uses smartphone primarily for calls and simple web browsing
- **Lifestyle factors:** Physically demanding job, irregular eating schedule, enjoys watching sports and fishing, recent reduction in beer consumption
- **Socioeconomic background:** Middle-income (\$65,000/year), high school education with trade certification, construction foreman
- **Geographic location:** Suburban (outside Atlanta, GA) </persona>

<persona> \*\*Sophia Patel, Managing Gestational Diabetes\*\*

Sophia is an expectant mother experiencing gestational diabetes during her second pregnancy. As a healthcare administrator, she understands medical systems but feels anxious about potential impacts on her baby. She's looking for solutions to help manage her condition while balancing work and caring for her toddler.

- **Name:** Sophia Patel
- **Age:** 34
- **Type of diabetes:** Gestational
- **Years since diagnosis:** 2 months (currently 28 weeks pregnant)
- **Current treatment regimen:** Diet management, moderate exercise, fingerstick glucose monitoring 4 times daily
- **Technology comfort level:** Medium to high
- **Primary health concerns:** Baby's health, preventing birth complications, managing post-pregnancy risk of developing Type 2 diabetes
- **Specific questions/needs:** "How can I better predict which foods spike my blood sugar?" "What's the safest exercise routine during pregnancy with GDM?" "Are there monitoring systems specifically designed for gestational diabetes that integrate with prenatal care?"
- **Previous health tech experience:** Uses pregnancy tracking apps, tried meal tracking apps with limited success, uses electronic health portals regularly
- **Lifestyle factors:** Works full-time in healthcare administration, limited time for meal preparation, light walking for exercise, disrupted sleep due to pregnancy discomfort
- **Socioeconomic background:** Upper-middle income (\$110,000 household), master's degree in health administration, healthcare systems manager
- **Geographic location:** Urban (Chicago, IL) </persona>

<persona> \*\*Hector Ramirez, Rural Senior with Long-standing Type 2\*\*

Hector is a retired farmer who has been living with Type 2 diabetes for over two decades. His condition has progressed to insulin dependence, and he struggles with limited access to specialists in his rural community. His children have encouraged him to try digital health solutions to improve his care.

- **Name:** Hector Ramirez
- **Age:** 71
- **Type of diabetes:** Type 2 (insulin-dependent)
- **Years since diagnosis:** 22
- **Current treatment regimen:** Multiple daily insulin injections, oral medications, daily fingerstick monitoring
- **Technology comfort level:** Low
- **Primary health concerns:** Neuropathy in feet, recent vision changes, avoiding hospitalization
- **Specific questions/needs:** "How can I get better advice without driving 90 minutes to the endocrinologist?" "Is there a simpler way to remember which medications to take when?" "How do I know if changes in my feet are dangerous?"
- **Previous health tech experience:** Has a basic smartphone (rarely used beyond calls), tried using a pill reminder app but found it confusing
- **Lifestyle factors:** Lives alone, maintains a small vegetable garden, limited mobility due to joint pain, relies on prepared meals from local senior center three days a week
- **Socioeconomic background:** Low-income (primarily Social Security, approximately \$28,000/year), high school education, retired farmer
- **Geographic location:** Rural (eastern Colorado) </persona>

<persona> \*\*Zoe Washington, Tech-Forward Millennial with LADA\*\*

Zoe was initially misdiagnosed with Type 2 diabetes before antibody testing revealed she had Latent Autoimmune Diabetes in Adults (LADA). She's frustrated with healthcare systems that don't recognize her unique needs and is constantly researching cutting-edge technologies to better manage her condition while pursuing her academic career.

- **Name:** Zoe Washington
- **Age:** 32
- **Type of diabetes:** LADA (Type 1.5)
- **Years since diagnosis:** 4 (initially misdiagnosed for 1 year)
- **Current treatment regimen:** Multiple daily insulin injections, Freestyle Libre CGM, low-carb diet
- **Technology comfort level:** High
- **Primary health concerns:** Autoimmune comorbidities, glucose variability, mental health impacts of chronic disease
- **Specific questions/needs:** "Are there decision support tools that account for LADA's unique progression?" "How can I integrate my CGM data with my menstrual cycle tracking?" "What upcoming closed-loop systems might be accessible without insurance approval?"
- **Previous health tech experience:** Has tried multiple CGMs and tracking systems, participates in diabetes research studies, follows diabetes technology news closely
- **Lifestyle factors:** PhD student with irregular schedule, practices yoga, follows a low-carb diet, experiences high stress during academic deadlines

- **Socioeconomic background:** Low-income during studies (\$24,000 stipend), bachelor's and master's degrees, doctoral candidate in biological sciences
- **Geographic location:** Urban (Boston, MA) </persona>

<persona> \*\*James Wilson, Middle-Aged Executive with Type 2\*\*

James is a busy corporate executive who received his Type 2 diabetes diagnosis during an executive health screening. He approaches his condition like a business problem to be solved, seeking efficient technologies that provide actionable data with minimal disruption to his demanding schedule.

- **Name:** James Wilson
- **Age:** 58
- **Type of diabetes:** Type 2
- **Years since diagnosis:** 3
- **Current treatment regimen:** Metformin, SGLT-2 inhibitor, recently started using a CGM (paid out-of-pocket)
- **Technology comfort level:** Medium to high for business technology, lower for health technology
- **Primary health concerns:** Maintaining energy levels, preventing complications that could affect career, discreet management in professional settings
- **Specific questions/needs:** "Which metrics should I actually focus on beyond A1C?" "How can I integrate my health monitoring without it becoming a time sink?" "Are there executive coaching services specifically for professionals with diabetes?"
- **Previous health tech experience:** Uses a CGM but doesn't maximize its features, tried meal planning services, has a home smart scale that syncs to his phone
- **Lifestyle factors:** Frequent business travel, client dinners with alcohol, minimal time for exercise, high stress levels, 6 hours of sleep on average
- **Socioeconomic background:** High-income (\$350,000+/year), MBA from top business school, CFO at a financial services company
- **Geographic location:** Urban (Manhattan, NY) </persona>

<persona> \*\*Aisha Jackson, Single Mother with Type 1\*\*

Aisha was diagnosed with Type 1 diabetes as a teenager and now balances managing her condition with the responsibilities of raising two children on her own. She's resourceful but constrained by time and financial limitations, seeking affordable technologies that can help simplify her diabetes management.

- **Name:** Aisha Jackson
- **Age:** 36
- **Type of diabetes:** Type 1
- **Years since diagnosis:** 22
- **Current treatment regimen:** Multiple daily insulin injections, intermittent CGM use when supplies are affordable, smartphone app for logging

- **Technology comfort level:** Medium
- **Primary health concerns:** Affording diabetes supplies, managing hypoglycemia while caring for young children, long-term health for her family's sake
- **Specific questions/needs:** "Are there programs to help make CGM sensors more affordable?" "How can I better predict lows that happen when I'm alone with my kids?" "What simple technologies could help me remember boluses during hectic parenting moments?"
- **Previous health tech experience:** Uses diabetes management apps inconsistently, tried CGM but struggles with consistent access due to cost, participates in diabetes online communities for support
- **Lifestyle factors:** Works full-time as a retail manager, irregular meal times, limited sleep, minimal time for exercise, high stress
- **Socioeconomic background:** Low to middle income (\$42,000/year), associate's degree, retail store manager
- **Geographic location:** Suburban (Phoenix, AZ) </persona>

<persona> \*\*Michael Chen, Retired Engineer with Type 2\*\*

Michael is a methodical retired engineer who approaches his diabetes management with the same analytical mindset he applied throughout his career. Diagnosed in his 50s, he has gradually accepted more intensive management as his condition progressed, and is interested in technologies that provide detailed data he can analyze himself.

- **Name:** Michael Chen
- **Age:** 68
- **Type of diabetes:** Type 2
- **Years since diagnosis:** 15
- **Current treatment regimen:** Basal insulin, oral medications, structured diet, regular glucose monitoring
- **Technology comfort level:** High
- **Primary health concerns:** Cardiovascular health, maintaining independence, cognitive function preservation
- **Specific questions/needs:** "How can I correlate my glucose data with other health metrics like sleep and heart rate?" "What predictive models exist for personal diabetes progression?" "Are there open-source platforms where I can build custom reports from my diabetes data?"
- **Previous health tech experience:** Uses multiple health devices (CGM, blood pressure monitor, sleep tracker), maintains personal spreadsheets to track health metrics, participates in online forums about diabetes technology
- **Lifestyle factors:** Regular schedule with timed meals, daily 30-minute walks, adequate sleep, social chess games three times weekly
- **Socioeconomic background:** Upper-middle income (retirement savings and pension, approximately \$95,000/year), master's degree in electrical engineering, retired aerospace engineer
- **Geographic location:** Suburban (outside Denver, CO) </persona>

<persona> \*\*Latisha Brown, Healthcare Worker with Type 2\*\*

Latisha works as a certified nursing assistant while raising three teenagers. Her Type 2 diabetes diagnosis came after years of working night shifts and prioritizing everyone's health but her own. Despite working in healthcare, she finds the personal management of diabetes overwhelming and is looking for simple, motivational tools to stay on track.

- **Name:** Latisha Brown
- **Age:** 43
- **Type of diabetes:** Type 2
- **Years since diagnosis:** 5
- **Current treatment regimen:** Metformin, DPP-4 inhibitor, inconsistent glucose monitoring
- **Technology comfort level:** Medium
- **Primary health concerns:** Weight management, fatigue, avoiding the complications she sees in patients
- **Specific questions/needs:** "How can I find time to exercise with my schedule?" "What simple meal planning tools would work for someone who cooks for a family?" "Are there support communities for healthcare workers with diabetes?"
- **Previous health tech experience:** Uses a basic step counter, tried a weight loss app but didn't maintain it, has access to her medical portal but rarely checks it
- **Lifestyle factors:** Rotating shift work including nights, meal preparation for family, limited personal time, church activities on weekends
- **Socioeconomic background:** Low to middle income (\$38,000/year), associate's degree in nursing, certified nursing assistant
- **Geographic location:** Urban (Baltimore, MD) </persona>

<persona> \*\*Samuel Goldstein, Tech-Averse Senior with Type 2\*\*

Samuel is a retired postal worker who values his independence but has become increasingly concerned about his diabetes management after a recent hospitalization for hyperglycemia. His children have tried to introduce him to diabetes technologies, but he's resistant to change and concerned about privacy.

- **Name:** Samuel Goldstein
- **Age:** 76
- **Type of diabetes:** Type 2
- **Years since diagnosis:** 18
- **Current treatment regimen:** Basal and bolus insulin, traditional glucose meter, written logbook
- **Technology comfort level:** Very low
- **Primary health concerns:** Avoiding hospitalization, maintaining independence, managing multiple health conditions (diabetes, hypertension, arthritis)

- **Specific questions/needs:** "Is there something simpler than these complicated apps my son keeps showing me?" "How do I know if my blood sugar is an emergency or just high?" "Can I get reminders without using a computer?"
- **Previous health tech experience:** Abandoned a glucose meter that connected to a smartphone, refuses to use patient portals, has a medical alert necklace but often doesn't wear it
- **Lifestyle factors:** Lives alone in a senior community, prepares simple meals, limited physical activity due to arthritis, regular schedule, weekly card games with friends
- **Socioeconomic background:** Middle income (pension and Social Security, approximately \$52,000/year), high school education, retired postal worker
- **Geographic location:** Suburban (outside Philadelphia, PA) </persona>

<persona> \*\*Leilani Kekoa, Young Adult with Type 1\*\*

Leilani was diagnosed with Type 1 diabetes as a child and has grown up alongside evolving diabetes technologies. Now in college and living away from her parents for the first time, she's seeking more independence in her management while balancing the social and academic pressures of university life.

- **Name:** Leilani Kekoa
- **Age:** 19
- **Type of diabetes:** Type 1
- **Years since diagnosis:** 12
- **Current treatment regimen:** Insulin pump (Omnipod), Dexcom CGM, smartphone apps for tracking
- **Technology comfort level:** High
- **Primary health concerns:** Managing diabetes during social situations, alcohol safety, navigating university healthcare system independently
- **Specific questions/needs:** "How can I discreetly manage diabetes in social settings?" "What's the best way to handle diabetes supplies in a small dorm room?" "Are there tools to help me navigate health insurance changes when I graduate?"
- **Previous health tech experience:** Has used insulin pumps since age 10, comfortable with CGM technology, active in online T1D communities
- **Lifestyle factors:** Irregular college schedule, dining hall meals, occasional alcohol at parties, club volleyball player, variable sleep patterns
- **Socioeconomic background:** Middle-income family (currently dependent on parents, who earn ~\$90,000/year), college student majoring in environmental science
- **Geographic location:** Rural college town (Orono, ME)

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