





Sarah

- Profile
-  Demographic information
-  Biography
-  Goals
-  Personal quote

Profile



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| Persona name | Sarah |
| Persona role | Carer |
| Job description | Patient Carer |

Demographic information

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| Age | 40 |
| Gender | Female |
| Income | \$ 70,000 |
| Education level | Diploma |
| Residential environment | Lives in the suburbs |

Biography

Sarah works in patient care, and is passionate about her job. She currently has 3 patients with cancer diagnoses, who she visits in their houses/aged care facilities regularly, where she tends to their medical and personal requirements. All of her patients are of fairly advanced age, and experience challenges such as Alzheimer's and blindness, which makes it impossible for them to use mobile phones. Due to this,

Sarah will usually help them with technology by using their mobile devices for them, and performing duties such as managing their calendars.

Goals

Sarah wants the best for her patients, and wants to make sure they are comfortable, whilst not missing any appointments. At the same time, Sarah does not want any of her patients to feel that she is intruding on their personal lives when she is using their phones for them. She knows that whilst they have a close relationship with her, some of them are very private people, and don't want her to see too much of their personal details. She wants to be able to manage appointments and treatment plans for her patients without requiring complicated login processes or worrying about accidentally intruding on their privacy any more than is medically necessary. She also wants to be able to send her patients' schedules to her own device so she can keep on top of their appointments.

Personal quote

"Its a very hard time for my patients. I just want to help them feel safe and supported."