

Issue

- Dropoff During Onboarding
- Lack of return follow-up appointments after initial use

Persona



USER PERSONA

Oliver
Bykes

ABOUT

Oliver is a graduate student at Berkley who takes great care of his health, goes to the gym and yoga. He likes to spend his free time hiking. Oliver eats exclusively fresh and healthy food.

AGE	28
OCCUPATION	Ph.D Student
INCOME	More than \$50k
STATUS	Single
LOCATION	Los Angeles, CA

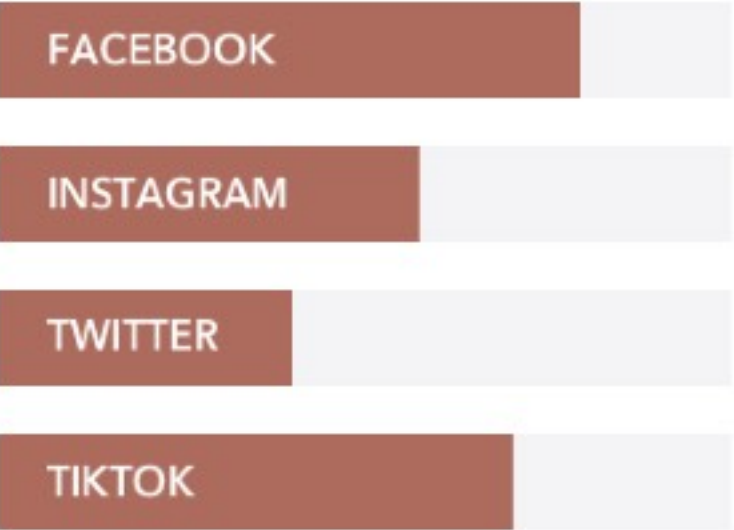
NEEDS

- Search for a doctor by place of residence
- Possibility of online booking, online consultations
- The opportunity to learn more about the doctor before the visit

FRUSTRATIONS

- The doctor's office is very far away
- Need to call or go for an appointment
- What if my doctor is bad?

SOCIAL MEDIA ACTIVITY



CURRENT FEELINGS

Stressed Concerned Busy

PERSONALITY

