



Persona-2

- **Name:** ASHER
- **AGE:** 35 YEARS
- **GENDER:** MALE
- Asher is a 35-year-old man who works a difficult job and lives a hectic lifestyle. Alex is driven to take control of their health and well-being after recently being diagnosed with a chronic medical condition. They have a great desire to better understand their medical condition and make informed self-care decisions.
- Asher enters into the health education platform after obtaining their diagnosis. The system prompts customers to enter their medical condition and interests, and then tailors the content to them. Asher gets a tailored feed of articles, videos, and infographics pertaining to their illness on the platform's homepage. The articles cover a wide range of issues, from symptom recognition to disease management through lifestyle changes.