

PATIENT PERSONA

Nashley is a busy professional person, living in a city and has sensitive skin prone to rash and acne.

Challenges:

- She has skin issues and often experiences delays in scheduling appointments with dermatologists.
- Finds very difficult to describe disease accurately and fears misdiagnosis due to lack of knowledge.
- Concerned about long-term skin damage and wants fast treatment options.

Goals:

- She wants a reliable, easy-to-use platform to self-access skin issues quickly and get initial feedback without needing to wait for appointments.
- Hopes to receive personalized treatment recommendations based on her skin type, age, and medical history.



Nashley Pagioli

Age: 30

Gender: Female

Occupation: IT Employee