

User: Patient



About

Age: 32

Gender: Female

Occupation: Software Employee

Company: Accenture

Location: Brooklyn

LISA BROWN

DESCRIPTION

An individual who values convenience and reliable health guidance, looking for a simple way to make informed healthcare decisions without unnecessary hospital visits.

CHALLENGES

- Doesn't visit hospitals often but needs occasional medical guidance.
- Wants reliable health information instead of Googling symptoms.
- Prefers flexible, on-demand healthcare services.

GOALS & NEEDS

- Wants access to trusted medical advice without needing an appointment.
- Needs a way to consult a doctor only when necessary.
- Require better way to understand symptoms and health concerns.