



Details

Cindy is a 32-year old single mother with 2 boys: Adrian(4 years old) and Simon(6 years old). She also has a full-time job as a business analyst, working 80 hours a week. Simon has a rash starting on his chest. Cindy called the family doctor about the rash, but they are not able to diagnose him without a physical visit.

Goals

Cindy would appreciate if there was an application she could use to diagnose her son's symptoms. This would allow the doctor to verify the illness in confidence. The doctor would then be able to provide a treatment plan and she saves time by avoiding a trip to a healthcare facility.

PERSONA #1: WORKING ADULT