



Sarah

42 years old • Former marketing manager, now on disability

Organized and detail-oriented

Frustrated with healthcare system

Exhausted from managing multiple conditions

Tech-savvy but energy-depleted

Hopeful but cautious about new solutions

Self-advocate in medical settings

“

I have the energy to either track my symptoms or live my life, but not both.

Their story

Sarah manages fibromyalgia, rheumatoid arthritis, and migraines while seeing five different specialists who rarely communicate with each other. She's abandoned three symptom tracking apps in the past year because filling out forms exhausted her limited energy, and her doctors barely glanced at the detailed logs she brought to appointments. She desperately wants to identify patterns in her symptoms but can't sustain the effort required by existing tools.

Goals

- Identify patterns in symptoms to understand triggers and avoid flare-ups
- Communicate symptoms accurately to doctors in limited appointment time
- Have doctors take her symptom data seriously and use it for treatment decisions
- Track symptoms without draining her already limited energy
- Get actionable insights from tracking, not just data collection
- Export symptom data in a format doctors will actually review
- Feel like tracking effort leads to better health outcomes

Pain points

- Tracking symptoms requires more energy than she has on bad days
- Doctors often dismiss or ignore patient-generated symptom logs
- Can't remember symptom details accurately during appointments
- Existing apps require too much data entry and feel like homework
- Physicians trust device data over her self-reported tracking
- Coordinating care across 5 specialists who don't communicate
- Feeling like symptom tracking effort is pointless when doctors won't engage
- Apps collect data but don't help her understand patterns or causes

Objections

- I've tried symptom tracking apps before and they all required too much energy
- What if my doctors still won't look at the data even if it's in a better format?
- I don't have time to learn another complicated app
- Will this actually show me patterns or just collect more data I can't interpret?
- I'm worried about the cost if it's not covered by insurance
- What if I abandon this app too and feel like a failure again?
- How do I know this won't be just another thing that promises to help but doesn't?

WHERE TO FIND THEM

Chronic illness support groups on Facebook

r/chronicillness and condition-specific subreddits

Patient advocacy forums

Waiting rooms of specialists

Online communities for chronic pain

Medical appointment scheduling apps

Telehealth platforms