

PERSONA: Jackson Lee		USER EXPECTATIONS:	
SCENARIO: Jackson just got home. He wants to talk to someone but no body at home.		1. Need someone who can talk to. 2. Need someone who can understand his pain. 3. Need someone who can listen to his voice.	
PHASE 1: Searching	PHASE 2: Explore	PHASE 3: Test.	PHASE 4: Trust.
DOING: He is searching on his social media and find the health care app.	Download the app.	Doing his first consulting	Keep using the apps.
THINKING: No one listen to me... I need someone who can listen my voice and help me.	I hope this can help me...	This psychologist sound very professional, I should do it as him said.	This app really change my life! So happy to find a listener.
SAYING: "Health care app? Free consulting... Maybe I can try it!"	"I hope it will not charge more money..."	"Thank you Dr. John I will try out."	"Thank you Dr. John My parents and I are good to communicate now!"