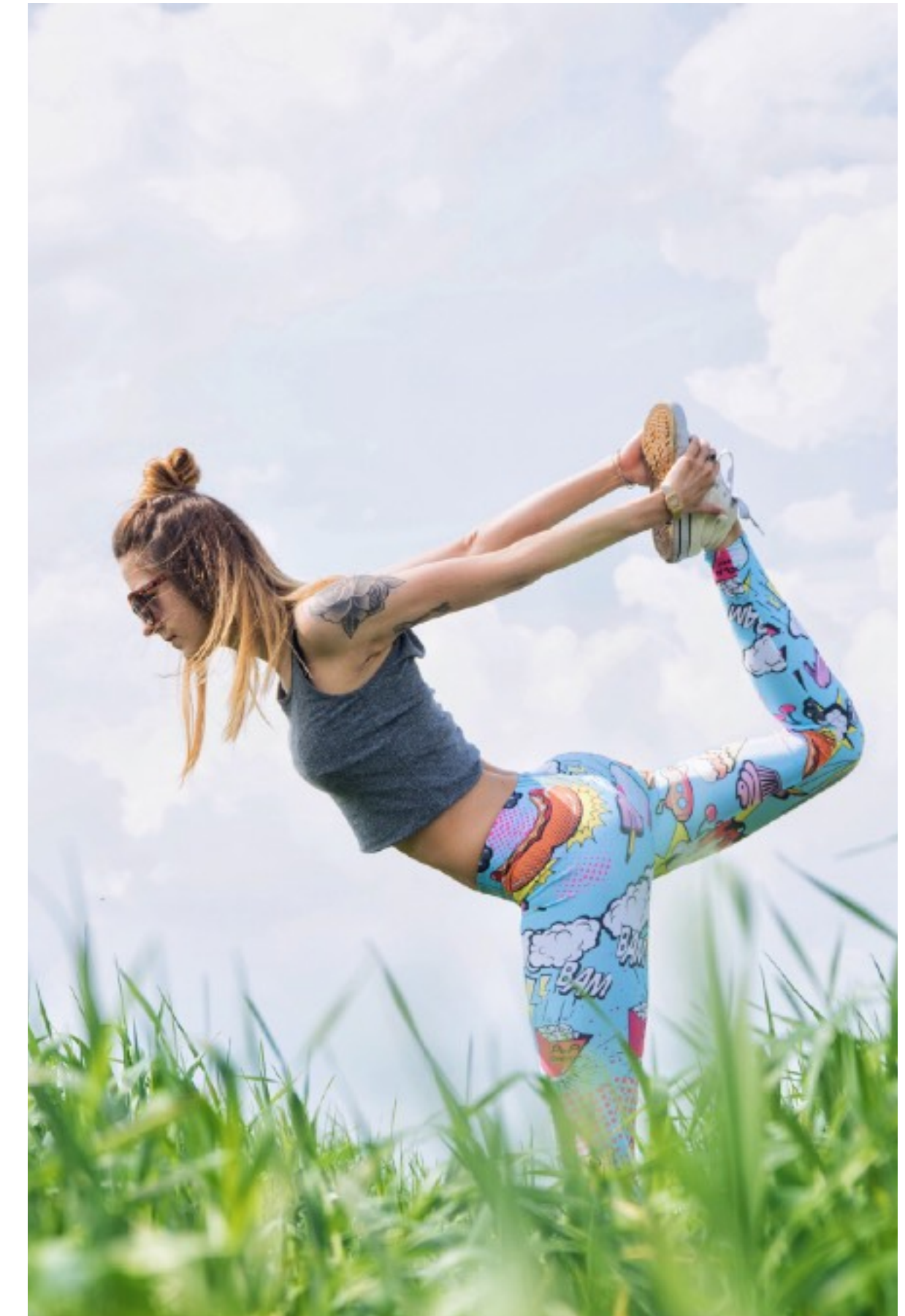


Impact

There is no medical specialty dedicated to the treatment of young adults.

Period of maturation during which critical habits are formed.

Diagnosing early or preventing disease helps extend and improve quality of life for users.



Anne Jackson

Age: 22

Environment: Off campus apartment.

Mentality: Emily is graduating from college and beginning a consulting job at Deloitte. She is ready to manage her own healthcare.

Motivations: One of Anne's roommates was diagnosed with diabetes this year, driving Anne to want to be more proactive about her own health.

External factors affecting use: Emily is busy wrapping up her studies, as well as adjusting to life in Boston on her own. She has very limited free time.

