



## Acute Andrew, 32

Busy Working Professional

Sporty

### Goal

- **Short-term** goal of searching symptoms online **to validate whether symptoms are serious/severe enough to warrant a visit to the doctor**

### Behaviour

- Loves to workout by playing sports
- If possible, prefers not to have to visit a doctor due to time and cost factors
- **Prefers to self-medicate** especially if he knows he can recover fully from his injury within a short period of time
- Trusts websites **backed by established organisations**
- Always on-the-move, searches symptoms online, on mobile

### Needs

- To know the **most likely diagnoses based on his symptoms**
- To know how his symptoms match against a diagnosis
- To know that others are experiencing the same symptoms as he is and there is nothing to worry about

### Frustrations

- Is frustrated when he is **unable to accurately communicate the specific anatomical term** (body part), thereby reducing the accuracy of the diagnosis
- Is frustrated when the **search process is lengthy and not productive**