

Mahama Abraham : Health-Focused Achiever



“Every day is a win when I can keep my health on track.”

Age: 76

Gender: Male

Occupation: Retired high school history teacher

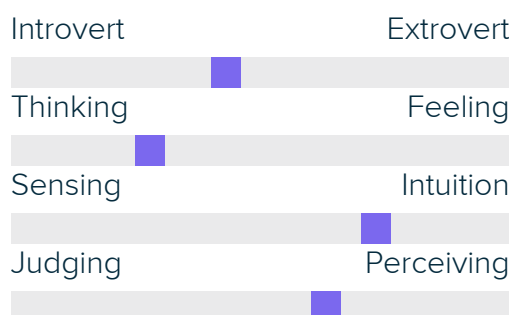
Family: Married to his wife of 50 years, two grown children, and three grandchildren

Location: Grand Blank, MI

Character: Responsible and caring, with a practical and thoughtful nature

Tech Comfort: Low to moderate smartphone use

Personality



Responsible

Health-conscious

Family-oriented

Routine-driven

Goals

- Wants to never miss his medication doses.
- Wants a simple reminder system that is easy to understand .
- Wants to keep track of all doctors appointments in one place
- wants to feel independent without always relying on his niece.

Frustrations

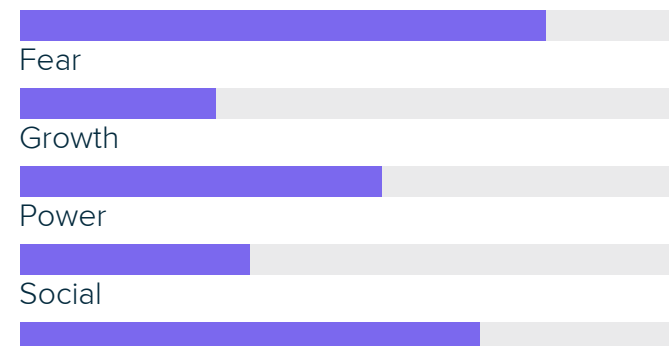
- Frequently forgets medication timing.
- Sometimes only takes one pile instead of all required doses.
- Gest confused by multiple prescription with different chedules.
- Relies heavily on family reminders.
- Find most apps complicated and hard to

Bio

Mahama is a retired senior who manages several chronic health conditions that require him to take multiple medications at different times throughout the day. He uses a weekly pill organizer to sort his medication but often forgets whether he has already taken a dose. His niece frequently calls to remind him about medications and doctor appointments.

Motivation

Incentive



Current Behaviors

Medication Managements

- Uses a weekly pill organizer
- Sometimes depend on his niece calling him to remind him.
- Occasionally forgets doses or takes incomplete medication.

Appointments Managements

- writes appointments on paper notes
- Depends on memory or family reminder
- Sometimes misses or forgets appointments dates

Preferred Channels

Traditional Scheduling

