

Michelle David—The Medical Life Juggler



Age: 42
Gender: Female
Work: Office Manager at a local clinic
Family: Married with two school-age children
Location: Columbus, Ohio
Character: Organized caregiver who balances work, family, and personal health needs

Responsible

Health-conscious

Overextended

Community-oriented

Goals

- Keep up with medical appointments for herself and her family without missing or rescheduling often.
- Maintain a consistent medication schedule and reduce daily stress around health management.
- Find digital tools that simplify her life instead of adding more to manage.

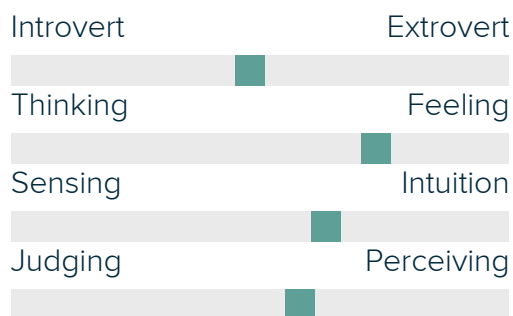
Frustrations

- Difficulty keeping track of multiple appointments across family members.
- Forgetting medication times or confusing dosages when routines change.
- Mobile health apps that are hard to set up or not intuitive for daily use.

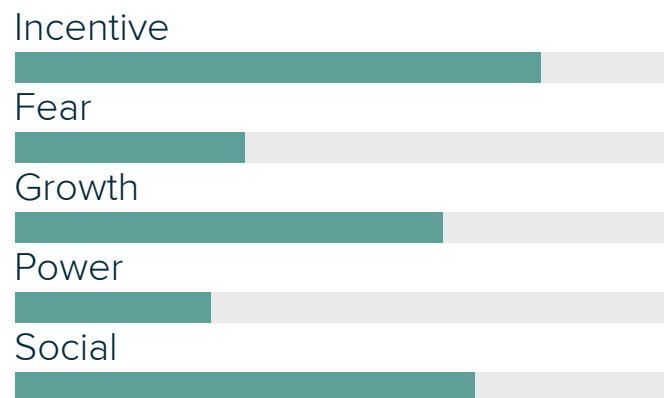
Bio

Sarah is a 42-year-old office manager who manages her own and her family’s healthcare needs. Between school drop-offs, work, and household responsibilities, she often struggles to keep track of appointments and medication schedules. She has tried a few mobile health apps but found most of them confusing or time-consuming. Sarah values reliability and convenience—she wants technology that helps her stay organized without adding complexity. She is proactive about her family’s wellbeing and appreciates tools that send reminders, simplify scheduling, and give her a sense of control over her health routine.

Personality



Motivation



Brands & Influencers

Sarah follows trusted healthcare organizations like Mayo Clinic and WebMD for reliable information. She uses wellness apps such as MyFitnessPal and Google Calendar for daily planning. Influencers like Dr. Mike and registered dietitian nutritionists inspire her to maintain a balanced lifestyle through practical health tips.

Preferred Channels

