



# Personas

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# Persona 1

Lily Thompson – Age 14

**Occupation:**

9th Grade Student (Savannah High School)

**Tech Comfort:**

Very High because she uses a smartphone for everything (school apps, social media, messaging)

**Goals:**

View immunization records for school; Schedule sports physicals easily; Message pediatrician (with parental consent); Stay updated on allergy test results.

**Frustrations:**

Must rely on parents for scheduling; Doesn't understand medical terms; Forgets appointment times.

**Challenges:**

Limited independence in managing healthcare; Anxiety about medical visits; Balancing school and extracurriculars.

**Why They Like Marsh Point Health:**

Friendly, readable design; Family-linked account access; Smart reminders that help her stay responsible.

**How This Portal Will Help:**

The Marsh Point Health portal provides family-linked accounts that allow her mother to assist with scheduling and reminders. The clear, simple design and mobile “compatibility” make it easy for Lily to stay engaged in her own healthcare journey while learning responsibility.



# Persona 2

**Chloe Davis – Age 18**

**Occupation:**

College Freshman (Savannah Technical College)

**Tech Comfort:**

Very High and phone-centered, prefers clean and modern designs

**Goals:**

Book appointments online without calling; Get mental health and wellness support; Receive text reminders and secure provider messages; and Access test and information about the hospital.

**Frustrations:**

Long wait times and unclear navigation; Complex forms and insurance questions.

**Challenges:**

Managing stress, part-time work, and limited healthcare knowledge; Missing follow-ups due to school workload, and could use reminders.

**Why They Like Marsh Point Health:**

Streamlined mobile design; Easy booking and quick messaging; Feels confident taking charge of her own health.

**How This Portal Will Help:**

The portal's text reminders and secure messaging tools allow Chloe to manage appointments and lab results efficiently between classes. This keeps her on top of her wellness without disrupting her busy college schedule.



# Persona 3

**Lauren King – Age 45**

**Occupation:**

HR Manager at a Logistics Company

**Tech Comfort:**

Low to moderate tech savvy and values organization and clarity

**Goals:**

Manage care for herself, spouse, and kids in one account; Track lab results and refills; Pay bills easily online.

**Frustrations:**

Confusing insurance or billing pages; Multiple logins for family care.

**Challenges:**

Limited time to call during work hours; Balancing work stress with family health because there are multiple accounts

**Why They Like Marsh Point Health:**

Centralized family dashboard; Clear billing info and simple interface; After-hours messaging convenience.

**How This Portal Will Help:**

The portal's unified family dashboard lets Lauren manage all appointments, billing, and refill tasks in one place. The clear design and after-hours messaging system reduce her stress and help her keep her family's care organized.



# Persona 4

## George Reynolds – Age 77

### Occupation:

Retired College Principal

### Tech Comfort:

Low uses a tablet for reading and communicating with physicians.

### Goals:

Manage medications and appointments; Access telehealth easily; Print reports for his cardiologist.

### Frustrations:

Small text, confusing menus, and password resets.

### Challenges:

Adapting to digital systems. Navigation issues with current medical websites.

### Why They Like Marsh Point Health:

Large-text mode and simple navigation; One-tap telehealth access; Clear instructions build confidence.

### How This Portal Will Help:

The portal's accessibility settings, including large-text mode and simplified navigation, make it easy for George to manage his medications and appointments independently. Printable summaries give him confidence and clarity for specialist visits.



# References



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