

SARAH HARPER

FREELANCE GRAPHIC DESIGNER

AGE: 28

- **AGORAPHOBIC**

> "What would make me more comfortable? Being sedated, but therapy will do."

ABOUT

Sarah is a 28 year old woman living alone in an apartment in downtown Austin. She is a diagnosed agoraphobe, landing on the higher end of the spectrum. She has a secondary health condition that she frequently has to go to the doctor's for. Her anxiety tends to flare up whenever she has to leave the house, often holding her back from even making it out the door. She works from home, which suits her condition but limits social interaction and networking opportunities. She relies heavily on online shopping and delivery services for groceries and essentials, and uses video calls for socializing, but still feels isolated and struggles with loneliness.

PAIN POINTS

- Fear of judgment or misunderstanding from others about her condition.
  - Often has her condition boiled down to being "afraid of people" or outright crazy
- Difficulty maintaining physical health due to limited outdoor activity.
  - Both in terms of fitness and attendance of doctor's appointments
- Upholding predetermined appointments as a result of sudden anxiety
  - Frequently reschedules dates/times last minute

GOALS

- Feel safe and comfortable while doing important tasks
- Stop agoraphobia from making crucial decisions for her
- Get the help she needs from the doctor reliably and effectively

MOTIVATIONS

HEALTH MAINTENANCE

COMFORTABILITY

SAFETY

- Receive treatment and medical advice in ways she can understand
- Eliminate the various drawbacks of Telehealth/Telemedicine
- Quit or solve the issue of frequent rescheduling of doctor appointments
- Implement a long term solution or system for her daily life

COMMONLY USED APPS

TECH LITERACY

SCENARIOS OF USE

- Sarah has an appointment at 2PM. At 1PM she has a severe anxiety attack and decides she no longer feels safe going outside. She calls and reschedules her appointment, but the only open spot is two weeks from now.
- Sarah has an odd feeling in her chest that she believes is caused by a high blood pressure. The appointment she rescheduled to is online only. Since she cannot monitor or check her blood pressure at home, the appointment ends without a concrete solution.