

Stacy Coller



"I try to be health-aware and always check in time with my health. I wish there was an easier way to check my moles and don't wait months for doctor's appointments."

Age: 31

Work: Human Resources

Location: San Francisco, California

Personality



Goals

- Wants to be health aware and take care of herself
- Want so check her moles every 3 to 6 months
- Wants to have easy access to dermatologists

Frustrations

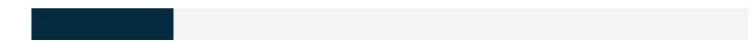
- She forgets about checking her moles every 3-6 months
- Haven't visited her dermatologist in a while
- Doesn't like to wait months for doctors appointments.

Bio

Stacy lives in San Francisco. She likes to take care of her health and to raise health awareness. She has several moles and she knows how important is to check them every 4- 6 months, although she always forgets. She doesn't want to commute to the doctor every 3-6 months or wait for appointments. She wishes she can have easy access to dermatologists and reminders when to check her moles. She seeks for an easier access to dermatologist, without waiting months for doctor's appointment.

Preferred Channels

Television



Online & Social Media



Referral



Traditional Ads

