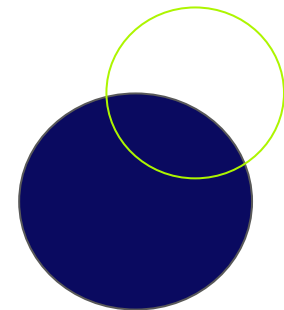


User Persona



Jane Doe

28

Female



Jane Doe

About {where does the person live? With who? Family structure? Community? Work experience? Hobbies? Level of education? Social media usage?}

- Healthy
- Never trusted clinical trials
- Learned about the Tuskegee study
- Graduated from high school and is currently working as a chef

Goals {What does this person want, short term and long term?}

- Health equity
- Access to health care

Needs {What does this person need that would help them?}

- Need to convince that clinical trials are not what she thinks it is
- Inform on what clinical trials are
- Assure Jane that the Tuskegee trial would not be repeated.

Pain Points {What challenges and frustrates this person?}

- Health is not equal among people
- Payments for one's health is unnecessary, health care should be accessible