

# ***Personas***



# PERSONA 1

## THE BUSY PROFESSIONAL

### Demographics:

- Age: 30–50
- Gender: Male and female
- Occupation: Office workers, business owners, corporate executives
- Income: Medium to high income

### Goals:

- Access reliable and high-quality medical services close to work or home.
- Seek quick and efficient healthcare services with minimal waiting time.
- Ensure regular check-ups to maintain a healthy lifestyle.

### Pain Points:

- Lack of time due to busy work schedules.
- Need for convenient booking systems and extended clinic hours.
- Desire for trustworthy and professional doctors.

### How Al Jazeera Can Appeal:

- Provide online appointment booking and telemedicine services.
- Highlight expertise in quick diagnostic tests and preventive healthcare.
- Offer wellness packages tailored to professionals (e.g., annual health check-ups, corporate wellness programs).

## PERSONA 2

### THE HEALTH-CONSCIOUS FAMILY

#### Demographics:

- Age: 35–55
- Gender: Male and female (parents)
- Family Structure: Parents with young children or teenagers
- Income: Medium to high income

#### Goals:

- Access comprehensive family healthcare under one roof (pediatrics, gynecology, internal medicine).
- Build long-term relationships with trusted medical professionals.
- Find a clean, friendly, and child-friendly medical environment.

#### Pain Points:

- Difficulty coordinating appointments for multiple family members.
- Limited availability of child-friendly facilities.
- Lack of clear communication from medical staff.

#### How Al Jazeera Can Appeal:

- Highlight family-oriented services like pediatrics, maternity care, and preventive health programs.
- Showcase experienced doctors and a welcoming clinic environment.
- Promote special family healthcare packages and weekend/after-hours appointments.

## PERSONA 3

### THE BEAUTY INCLINED INDIVIDUAL

#### Demographics:

- Age: 25–45
- Gender: Mostly female (and some male clients for aesthetics).
- Lifestyle: Young professionals, social influencers, brides-to-be, or those focused on beauty and appearance.
- Income: Medium to high income.

#### Goals:

- Seek advanced dermatology and cosmetic services.
- Maintain youthful looks or prepare for special occasions.
- Explore non-invasive and minimally invasive beauty treatments.

#### Pain Points:

- Unclear pricing or lack of transparency about procedures.
- Fear of poor-quality or unnatural results.
- Concerns about post-treatment care.

#### How Al Jazeera Can Appeal:

- Emphasize the expertise of dermatologists and cosmetic professionals.
- Highlight before-and-after results and patient testimonials.
- Offer promotional packages for skincare, dental aesthetics, and cosmetic procedures.

# ***Communication Pillars***

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**Core Services**

Short videos showcasing key services  
Behind-the-scenes  
Specialized offerings

**Interactive Content**

Polls or quizzes  
FAQs about treatments

**Patient Testimonials & Success Stories**

Before-and-after visuals  
Testimonial videos of patients discussing their positive experiences

**Community Engagement**

Share posts about community initiatives or events the medical center is involved in.  
Highlight partnerships with local organizations or charities.  
Showcase donations, health camps, or free consultations for underserved communities.

**Doctor Introductions & Expertise**

Reels or posts introducing doctors and their specialties  
Q&A videos addressing common health concerns  
Videos of doctors with their patients

**Patient Convenience**

Posts or reels explaining how to book appointments online or through the app.  
Highlighting clinic hours, parking availability, and waiting times.  
Tips for making the most of your visit.

**Health Tips & Education**

Myth-busting videos  
Seasonal health awareness  
Quick health tips