



Dr. Robert Martin

Primary Care Physician

Age: 42
Gender: Male

“Diagnosing co-morbid psych conditions is a challenge for me”

Dr. Martin is well-versed in screening for, diagnosing, and treating ADHD in adults. However, when patients present with co-morbid disorders, an ADHD diagnosis is more challenging. Furthermore, depression or anxiety is more serious so he focuses on those disorders first. Dr. Martin needs to know how to distinguish ADHD from other mental disorders.

GOALS

Learn how to diagnose ADHD in adults when patients may have depression or anxiety

WANTS

- Brevity
- Trusted data and resources
- Easily implemented tools
- Visually interesting website
- Quick and easy access to relevant information

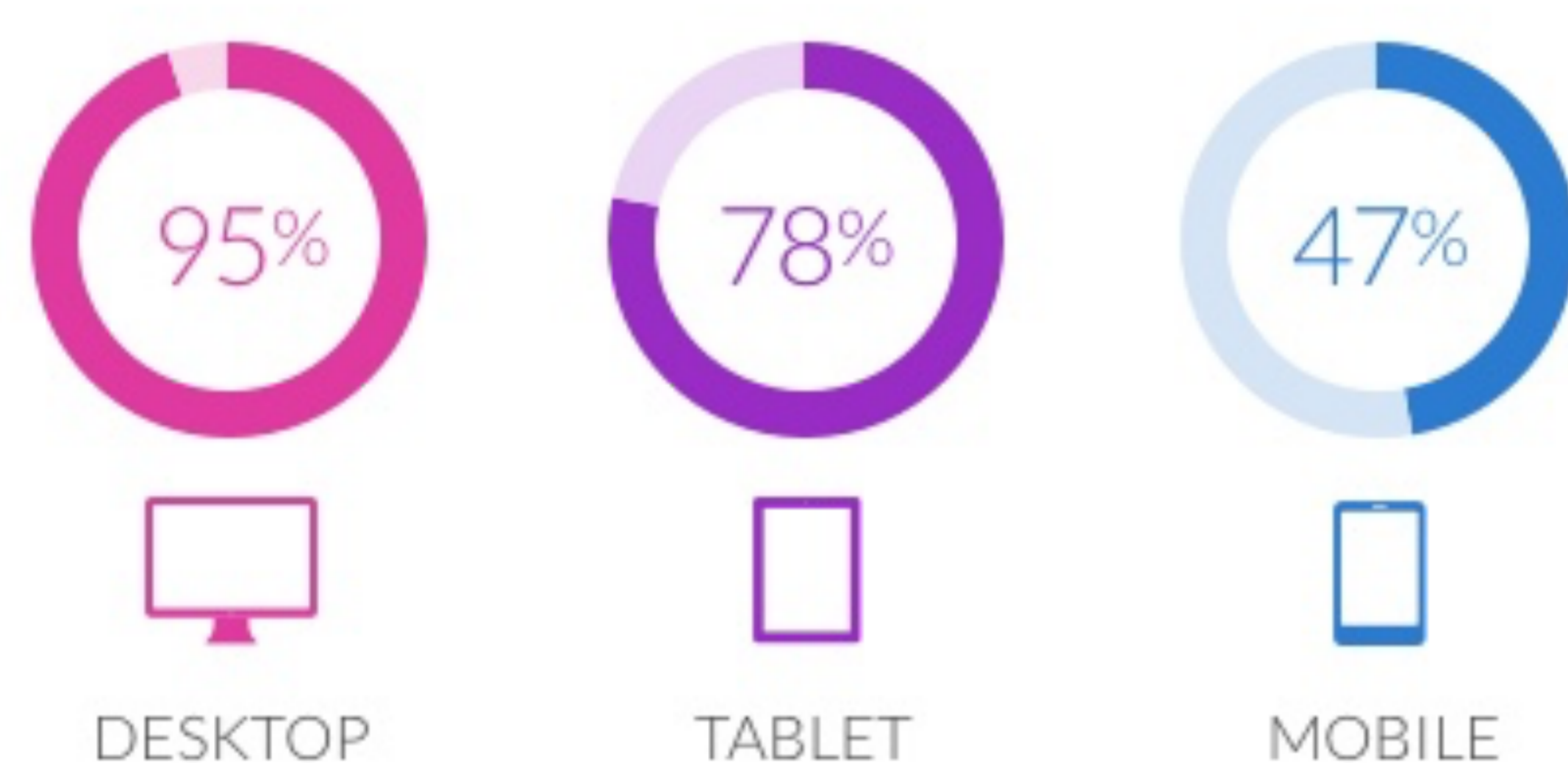
PAIN POINTS

- Can't find information quickly (*site is not easy to navigate*)
- Relevant information is either buried or not included

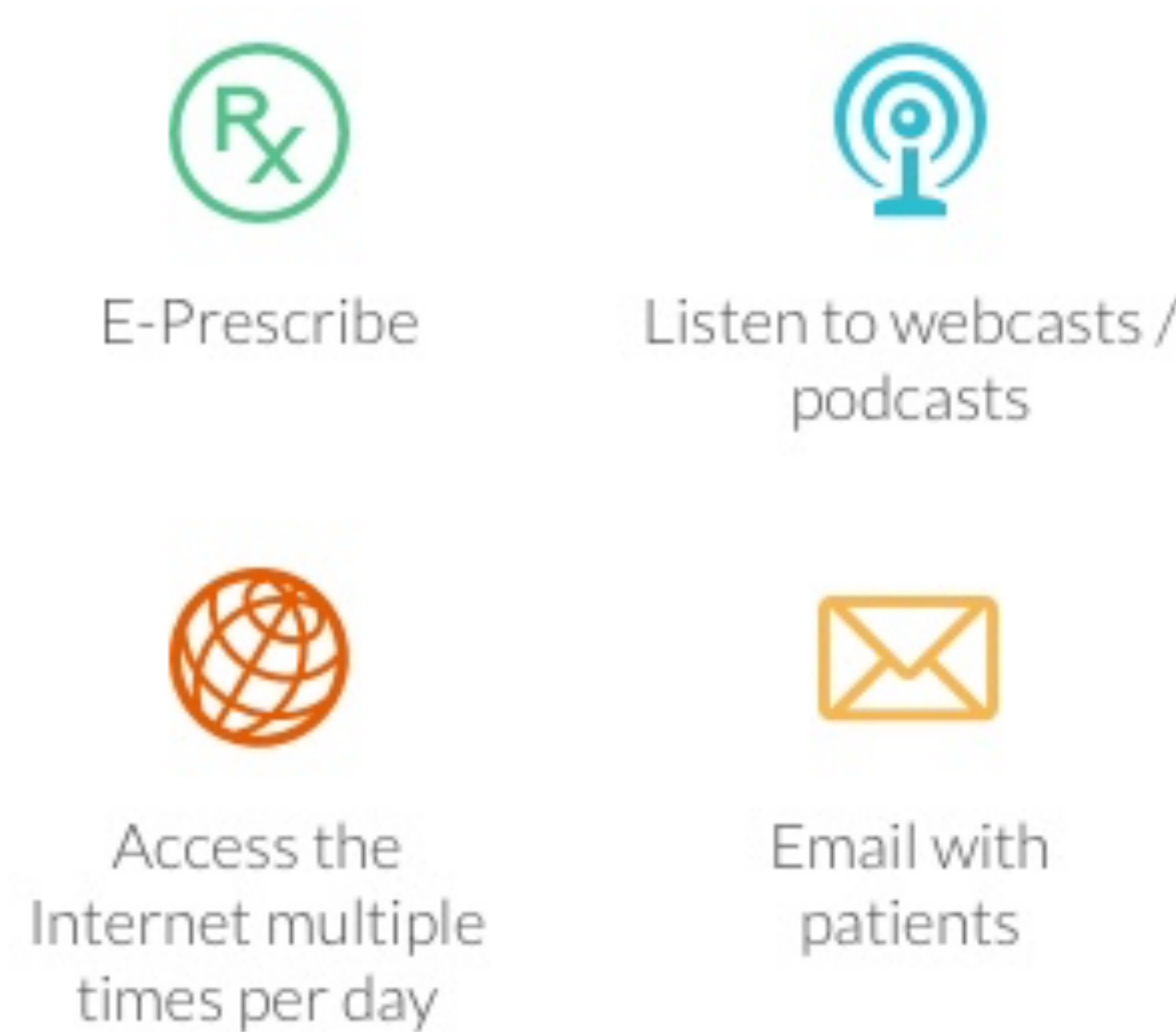
PERSONALITY TRAITS

- Informative
- Confident
- Direct
- Trustworthy
- Professional
- Accessible

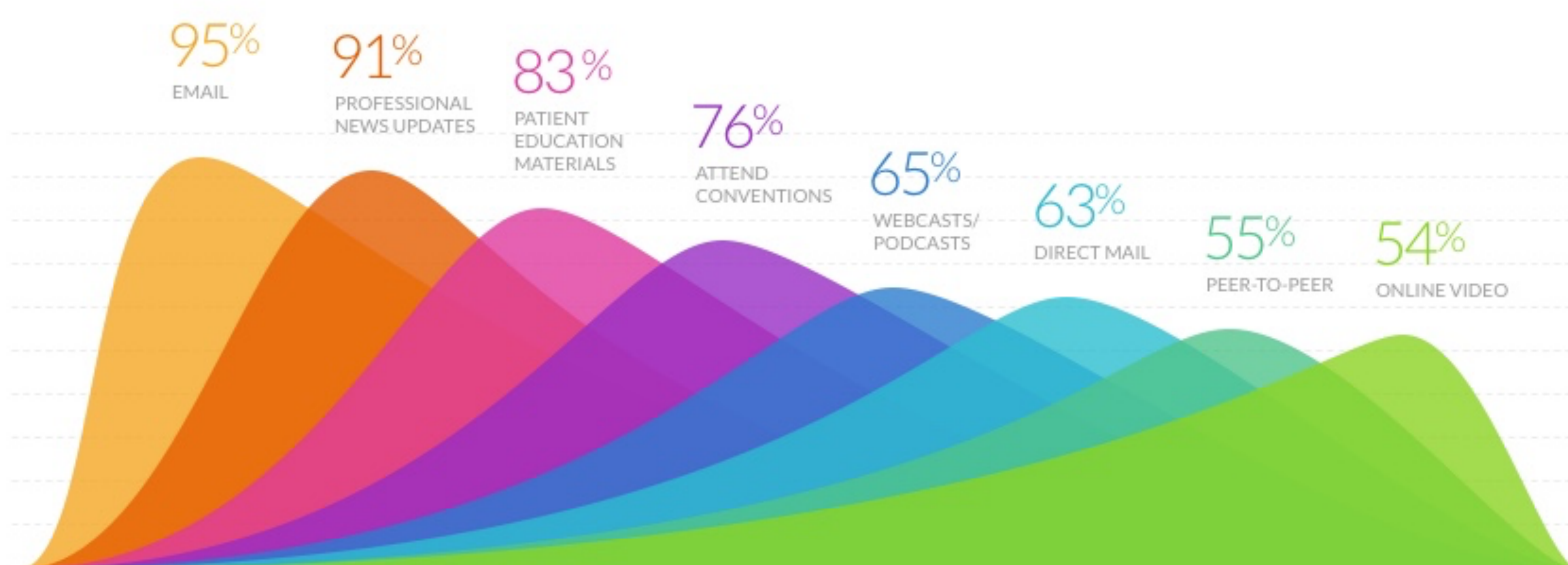
DEVICE PREFERENCE



MOST LIKELY TO



TOOLS USED



Sources:

- Manhattan Research: Taking the pulse 2015
- ePocrates: Mobile Trends Report: 2014
- SSCG 2014