

EMPATHIZE

User Personas

Three behavioural archetypes derived from user interviews, not demographics

Personas exist to end arguments, not to decorate a deck. Each of these three carries a constraint that changes a design decision — language, literacy, device, or who is actually holding the phone.

PROJECT	PHASE	VERSION	PREPARED BY
Organic Life	Phase 0 — Discovery & Research	1.0	Tauseef Abbas

Why these three

These personas are behavioural archetypes, not demographic sketches. Each one was derived from observed patterns in the target market – Pakistani adults, primarily urban and semi-urban, who are health-conscious, digitally comfortable, and open to integrative or traditional medicine.

They are deliberately built around **constraints that change design decisions**. "Sadia, 34, loves yoga" is not a persona. "Sadia opens this on a phone, one-handed, in Roman Urdu, already sceptical because three doctors gave her three answers" is a design constraint we can build against.

HOW TO USE THIS DOCUMENT

Every screen decision in this project must trace back to at least one of these three. If a design choice does not serve Sadia, Asad or Nargis, it is decoration – and it gets cut.

Persona 1

Sadia

34 · SCHOOL TEACHER · ABBOTTABAD / ISLAMABAD · ROMAN URDU

"I just want to know what's actually wrong with me without going to three different doctors."

ATTRIBUTE	DETAIL
Age & context	34, married, two children, semi-urban educated class
Occupation	School teacher
Tech comfort	Moderate — WhatsApp daily, Instagram casually, Googles health questions
Language	Prefers Roman Urdu in casual contexts; reads English fine
Income	Middle income — careful about healthcare spending
Primary concern	Joint stiffness, fatigue, skin dryness — recurring, undiagnosed

Goals

- Understand her recurring symptoms without expensive clinic visits
- Get guidance she can trust — not random Google results
- Find natural remedies she can prepare at home or order easily
- Have someone explain things personally, not clinically

Pain points

- Has seen three different doctors for the same issue and received conflicting answers
- Feels dismissed in clinical settings — "just take this medicine," no explanation
- Health apps are too English-heavy, too Western, too complicated to navigate
- Worried about side effects of chemical medicines; trusts herbal alternatives more

Observed behaviours

- Searches symptoms in Roman Urdu — "ghutne mein dard kyun hota hai"
- Asks family WhatsApp groups for home remedies before seeing a doctor
- Will try a product if she trusts the source — social proof drives her decisions
- Uses voice notes more than typing long messages

DESIGN IMPLICATION

The hero input must accept Roman Urdu from the very first keystroke, with no language selector to find first. Social proof must be visible before the ask. The WhatsApp share path is her natural referral channel — it should be one tap, not buried in a menu.

Persona 2

Asad

41 · IT MANAGER · LAHORE · ENGLISH-FIRST

"I've been researching integrative medicine for years. I want something that actually knows what it's talking about."

ATTRIBUTE	DETAIL
Age & context	41, urban professional, health-aware
Occupation	IT manager; reads functional medicine and nutrition research
Tech comfort	High — daily app user, expects polished UX
Language	English-first; Roman Urdu with family
Income	Upper-middle — willing to pay for quality
Primary concern	Chronic and metabolic — mild hypertension, stress-related fatigue

Goals

- Find a platform that understands Unani and integrative medicine properly — not superficially
- Get nuanced advice about chronic conditions
- Discover trustworthy local products rather than expensive imported supplements
- Be treated as an informed adult, not talked down to

Pain points

- Most health apps are generic — they do not understand Unani at all
- Pakistani health content online is low quality, clickbait, or misinformed
- Frustrated by platforms pushing paid consultations for things he could handle himself
- Sceptical of AI health tools — expects irresponsible or oversimplified answers

Observed behaviours

- Researches deeply before trusting a product or platform
- Reads the about page and ingredient sourcing before ordering anything
- **Will deliberately test Saad** with a detailed question to evaluate its depth
- Shares what he trusts in professional and family networks — very high referral value

CRITICAL RISK

Asad's first question is a test, not a query. A generic fatigue response that fails to acknowledge the specific Unani concept he named ends the relationship in one interaction. This is the single highest-leverage response in the entire product.

Persona 3

Nargis

58 · HOMEMAKER, GRANDMOTHER · ABBOTTABAD / MANSEHRA · ROMAN URDU ONLY

"I don't really understand all this — I just want my knees to stop hurting."

ATTRIBUTE	DETAIL
Age & context	58, homemaker, grandmother, small-city / semi-rural
Tech comfort	Low-moderate — uses WhatsApp with family help
Language	Roman Urdu strongly preferred; minimal English
Income	Lower-middle — price-sensitive
Primary concern	Chronic arthritis, joint and muscle pain

Goals

- Relieve chronic joint pain without heavy pain medication
- Understand what is happening in her body in simple, dignified terms
- Access trusted remedies her family can help her order
- Feel heard and respected — not rushed or talked over

Pain points

- Distrusts heavy allopathic medication after years of chronic pain
- Digital interfaces are intimidating — too many options, too much text
- Depends on family members to navigate apps on her behalf
- Bad experiences with cheap pain oils that did not work or caused irritation

THE PROXY-USER PROBLEM

Nargis will never arrive at this product independently. A family member brings her, types for her, and reads the response aloud. **The entire interface must work when a third party is operating it on behalf of the user.** This is the most-overlooked constraint in the project and it affects copy, font size, contrast, and the position of the WhatsApp CTA.

Comparison at a glance

	SADIA (34)	ASAD (41)	NARGIS (58)
Primary language	Roman Urdu	English	Roman Urdu
Tech comfort	Moderate	High	Low
Trust driver	Social proof	Knowledge depth	Family endorsement
Pain type	Joint stiffness, skin	Chronic / metabolic	Arthritis, joint pain
Likely CTA	Ostrizen / Curaleaf	Dr. Abdullah	Curaleaf
Arrives via	WhatsApp / Instagram	Peer recommendation	Family member
Device	Mobile, one-handed	Desktop, evaluative	Family member's phone
Biggest risk	Exits if app feels complex	Abandons if AI seems shallow	Never arrives independently

Saad's tone by persona

SADIA

Warm, reassuring

Roman Urdu. Acknowledges before advising. Does not overwhelm. Ends with one clear action.

ASAD

Precise, peer-level

English. Correct Unani terminology without over-explaining. Flags complex cases without being dismissive.

NARGIS

Simple, dignified

Roman Urdu only. Simplest sentences. No jargon. Speaks to the family unit, not just the individual.

Design implications summary

1. The hero input must work in Roman Urdu from the very first interaction
2. Saad must detect language and match tone automatically — no toggle to reach first
3. Product recommendations must read as a natural suggestion, never an upsell
4. For Nargis-type users, the WhatsApp CTA must be the most visible, lowest-friction exit
5. For Asad-type users, escalation to Dr. Abdullah must feel like an upgrade, not a fallback
6. Symptom chips must cover the highest-volume entries for all three archetypes
7. Every layout must survive being operated by someone other than the person with the symptom

DOCUMENT OWNER Tauseef Abbas · **PROJECT** Organic Life — AI-First Naturopathy Platform

PHASE Phase 0 — Discovery & Research · **STATUS** Approved for design use

NOTE Sample deliverable published as a portfolio artefact at tauseefabbas.com