



"Wants clarity"

Age: 45

Work:

Family: Lives with partner, 'sandwich generation' – living parents and children

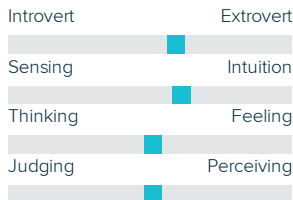
Household income: +£40K, some disposable income

Location: UK

Education: Literate, internet savvy

Personality: Heath- and solution-focused, values friends' advice, motivated

Personality



Curious	Concerned	Focused
Managing symptoms	Unsettled	Proactive

Goals

- Preparation for menopause, taking family history into account
- Sourcing information
- Getting answers for clarity – confirmation
- Managing menopause over avoidance
- Benchmarking and tracking menopause progression
- Maintaining career/income
- Avoiding unproductive GP visits
- Taking steps to get back to feeling 'more like me'

Challenges

- Living with symptoms: hot flushes, fatigue, brain fog, anxiety, loss of libido, weight gain, dryness and itching, poor sleep etc.
- Impact on work and relationships
- Juggling demands of a busy home / work life
- Negative feelings can approach desperation

Frustrations

- Worries about feeling like a 'timewaster' when trying to get help from GP
- Guesswork involved in getting medical help and support
- Lack of understanding from partner and colleagues
- Sometimes feels it's necessary to hide extent of symptom to avoid stigma of menopause
- Unsure how long symptoms will last – would like answers

Bio

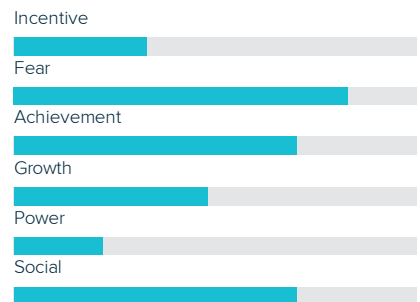
Mandy is 'sort of' sure that she is perimenopausal. Symptoms have been creeping up on her and she feels that she needs answers as she tries to maintain the activity levels that her life demands.

Her partner has noticed changes in her and this is now causing some tension in her relationship. Mandy has a close-knit group of female friends of a similar age and, when they meet up, the conversation often turns to where they are up to as they compare symptoms. Mandy feels like she might be at the front of the pack. She has talked to her mum about when she went through the menopause, to try to gauge at what age she might expect to go through 'the change.'

During the day, Mandy feels less focused and more tired than she used to. Sometimes she makes mistakes and forgets things, which she finds frustrating as she is normally well-organised and efficient. At work, she carries on as normal, but she has concerns that her performance may drop if her symptoms increase any further, which causes her anxiety.

Mandy is health conscious and she has noticed slight weight gain around her waist – she doesn't like the fact that her clothes don't fit her as comfortably as they used to. She enjoys exercising, but finds that she sometimes limits what she does to avoid bladder leaks. Yoga seems to help her relax and she likes the social side of group classes, but she misses more high-intensity exercise.

Motivation



Brands & Influencers

Menopause matters



Google



facebook



BBC



Lorraine Kelly

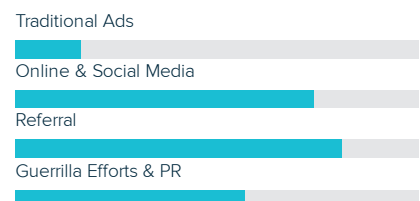


Davina McCall

SOUNDCLOUD



Preferred Channels



At night, Mandy doesn't sleep as well as she'd like. Occasionally she wakes up with night sweats or needing the loo. She generally feels below par when she wakes up in the morning, which she finds frustrating when she thinks of what she needs to accomplish that day.

Mandy has debated talking to her GP, but having done some research on the internet and seen recent celebrity publicity surrounding the menopause, she is worried that the GP may not be receptive. She doesn't really know what outcome she can expect or whether it will have a positive impact. Having read all about HRT in the news, she isn't sure whether that's what she wants or would be able to get, but she would like to know how far along the menopause journey she is to help her feel prepared. She'd also like more agency in making decisions about her health in middle age.

KPIs

Measurement of success includes:

- Definitive answer re stage of perimenopause / menopause
- Private clinic / GP appointment
- Treatment plan
- Monitoring for clarity

Typical Day

Mandy is busy every day juggling a range of tasks, contributing financially while keeping the home running.

- Caring for her teenage children, including lifts to school and activities
- Visiting ageing parents
- Working
- Food shopping
- Cooking
- Housework: cleaning, laundry and ironing
- Pet care
- Arranging family appointments

THE BUYER'S JOURNEY

1. Business Triggers

What might make Mandy consider using MenoGuide?

- Frustration with her GP
- Recommendation by friends or family
- Symptoms
- Increased awareness thanks to influencers
- Curiosity
- A specific impact on home life or career eg. sex life / relationship breakdown / work performance

2. Success Factors

Mandy wants:

- Clarity
- Removal of guesswork
- Diagnosis
- To understand the next steps
- Ability to monitor for visibility regarding HRT treatment
- Proper information on vaginal health / issues eg. thrush / STI
- Tangible outcomes for job / relationship / physical and mental wellbeing
- Information to prepare for a GP appointment to achieve treatment

3. Perceived Barriers

What attitudes/issues/concerns might act as blockers?

- Price
- Reality check – Mandy may not like the answers
- Absence of trust
- Lack of faith in GP or achieving change
- The test may seem expensive
- No funds to go private
- Lack of knowledge – association with bad press of hormone tests
- 'So what?' – Mandy may wonder where confirmation of perimenopause will leave her in terms of treatment. Lack of conviction that it will be advantageous
- GP may not take the test seriously

4. Decision Criteria

What will Mandy weigh up?

- Will it empower her and give her peace of mind?
- Is the test quick and easy to do?
- Does it offer value for money?
- Is the test private and discreet?
- Is the test clinically accepted?
- Are there any success stories?
- Level of desperation for answers – how badly does she need to know?
- Have any influencers endorsed the test?
- Is she comfortable being an early adopter of new tech?
- What is the test or manufacturer's reputation?
- Word-of-mouth recommendatio

5. Persona's Role

What part does Mandy play in the purchase?
Does anyone else have a role?

- Mandy has autonomy, but may well consult others
- Private medical specialist advice / recommendation
- May ask GP whether she should do the test
- Consults spouse / partner
- Input from workplace helpline adviser
- Reviews: Trust Pilot / Google
- Opinions and recommendations in online groups
- 'What does Mum think?'

Key Messages

What do we want Mandy to remember about MenoGuide?

1. The MenoGuide test can help you to understand where you are on the menopause journey and gives insight into your vaginal health.

2. MenoGuide is easy to get hold of and use at home in private, and will give you accurate, advanced results.

3. MenoGuide will help you to take control – it gives you clarity by delivering a definite answer on what stage you have reached in the perimenopause / menopause.