

# Fatima



## - Profile

- 55 years old, lives alone with her dog. She is a hairdresser and has her own hairdressing salon.
- Her daughter often comes to see her, she will pick up her mother at the hospital after the surgery.
- She works a lot; she is a volunteer at the "restos du cœur".
- A key sentence: "Never at home, always be active".

## - Pleasure/ emotions, behavior

- *Sunday is sacred; it's for my granddaughter.*
- She likes discussions, people, gossip, hikes...
- She doesn't like emptiness, silence, and demanding customers.
  - She is prudent and organized

Carpal tunnel surgery

## - Technologies

- She has a computer in the living room, but it's not handy.
  - She prefers to call rather than text
  - She bought herself a tablet for the photos.
- She has a website for the hair salon.
- She follows bloggers and influencers in fashion and hairdressing.

## - Health

- She has rheumatism but she takes care of herself.
- She pays a lot of attention to her well-being
  - Cream, make-up, sauna, beauty care...
- She pays attention to her diet
  - But she likes sweets
- She always needs to understand right away
  - (e.g. medical analyses)
- She is not interested in connected health (e-health).
- She has low health literacy
  - *If they tell me to take medication, I take it*
- **Motivations/ Smart Angel**
  - It's comforting for the follow-up and explanations.
    - But could I ask questions?
  - She trusts the medical profession