

Kelvin Tang



"I just want someone who could do a better job than my helper."

Age: 36

Work: Financial Planner

Family: Married with one child

Family Income: \$60,000

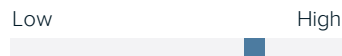
Residence: Tai Koo Shing

Character: Family-oriented, result-driven, boring

Spending Power



Tech Savviness



Devices



Favorite Brands



Father - Man Hung Tang

Age: 73

Residence: Lucky Plaza, Shatin

Illness History:

Diabetes, high blood pressure, stroke



Details of regular check-ups:

Prince of Wales Hospital

Medicine: Every 3 months

Cardiology: Every 3 months

Shatin Hospital

Geriatrics: Every 6 months

Man Hung Tang lives alone with his domestic helper, Rina. Man Hung's wife died 2 years ago from cancer. Recovered from Stroke, Man Hung could not walk well and speak clearly. Man Hung goes for regular check-ups at public hospital every month with Rina but Rina has the problem of communicating with doctors and understanding what she needs to do in the hospital.

Bio

Kelvin loves his father but it is a pain for him to spend more time and take his father for regular medical check-ups as he and his wife are always busy at work and taking care of his 3-year-old daughter. He hired an Indonesian domestic helper, Rina to take care of his father but he finds that Rina cannot report father's health situation to doctors. He wants someone who could do a better job than Rina to escort father to the hospital.

Kelvin cares about his father but he has no choice other than paying for escort service. Since Kelvin spends very little time with father, he is not very familiar with father's illness history and the procedures of medical check-ups. All he wants is ensure father is that a credible escort can help him bring father for check-ups.

Painpoints

- No time to accompany father for regular check-ups and other activities
- Father lives too far away
- Unfamiliar with the health conditions of father
- Domestic helper is not familiar with the procedure of medical check-ups + how to communicate with doctors
- No one to escort father when father needs emergency medical services

Needs

- Trustworthy escort
- The same escort who is familiar with father's situation and the check-up procedures
- Can call to the escort at anytime to know about the conditions of father
- Simple report and track record of father
- Someone to accompany father to do what he wants to do
- Fast same-day escort service