

Mabel Chan



"I am worried about how the escort will treat my mother!"

Age: 50
Work: Housewife
Family: Married with two children
Family Income: \$50,000
Residence: Tuen Mun Town Plaza
Character: Compassionate, caring, detail-minded

Spending Power



Tech Savviness



Devices



Favorite Brands



Mother - Wai Sum Yiu

Age: 80
Residence: Mong Kok
Illness History:
Alzheimer's disease, cataract, breast cancer

Details of regular check-ups:
Kwong Wah Hospital
Medicine: Every 3 months

Hong Kong Eye Hospital
Ophthalmic: Every 6 months

Kwai Chung Hospital
Psychogeriatric : Every 6 months



Wai Sum lives with her husband, Hung Chan in a small, old flat in Mong Kok. Hung is 82 years old. He finds it more difficult to take Wai Sum for regular check-ups as his legs are not as good as before. Mabel wanted to hire a domestic helper to take care of her parents but the flat is too small to accommodate one more person. In the meantime, Mabel escorts Wai Sum to hospitals for regular check-ups but Mabel may not be able to come every time as she is occupied with her housework and taking care of her parents-in-law.

Bio

Mabel loves taking care of people. She wants her parents, children, husband to feel being cared. She is so concerned about her parents' health, especially mother's health as she suffers from Alzheimer's disease. She really wants to take care of her mother all day but at the same time she needs to take care of her family and her parents-in-law. She visits her mother every week but sometimes she could not go with her mother for regular medical check-ups. She really needs someone trustworthy to escort her mother.

Her friends are an important source of information for finding escort. But ultimately she will only trust an escort by seeing how the escort really works.

Painpoints

- Mother lives far away
- Not enough time to take care of so many people
- Worried about the quality of the escort
- The escort is not caring enough

Needs

- Extremely trustworthy and caring escort
- Keep track of every bit of the check-up process
- Trial
- Detailed record of medical check-ups
- The same escort who is familiar with father's situation and the check-up procedures