



Alex

Age: 30; Location: Toronto, ON;

BIO

Alex, a 30-year-old LGBTQ2A+ individual originally from Russia, now calls Toronto home. While passionate about their creative career, navigating the complexities of sexual health in a new country has been challenging. Though open to discussing the topic, cultural background and personal experiences sometimes create barriers. Alex values a healthy lifestyle but admits to not prioritizing sexual health proactively. Finding reliable, inclusive information online is difficult, and the unfamiliarity of the Canadian healthcare system adds another layer of complexity. Alex yearns for a safe, welcoming space to access culturally sensitive resources, find LGBTQ2A+ friendly providers, and build confidence in discussing sexual health matters openly.

Pain Points

- Alex faces a significant barrier to seeking sexual healthcare due to stigma;
- Alex's childhood experiences and cultural background significantly influence their comfort level with discussing and seeking sexual health help;
- Alex feels frustrated by the lack of education on sexual health and desires more information.

Motivations/Goals

- Alex seeks to develop effective communication skills for sexual health;
- Alex desires to learn about the connection between mental and sexual health;
- Alex wishes for healthcare providers to be more knowledgeable and sensitive about diverse sexual health needs;
- Alex seeks information on building dialogue with sexual partners;

Behaviors

- Alex trusts online resources provided by medical professionals with experience;
- Alex reports feeling more comfortable discussing sexual health with friends than family;
- Alex prioritizes reliable, trustworthy sources for sexual health information.



I still don't have a clear understanding where I can get information about sexual health