



Bio

Anushka, is a marketing professional who seeks balance and growth in all areas of her life. She uses apps for mindfulness, wellness, and productivity, but feels her current tools fall short in terms of creativity and customization. Sarah enjoys reflecting on her day through journaling, but she craves more visually engaging and personalized ways to track her progress.

Demography

Age: 22

Gender: Female

Education: Graduated

Profession: Marketing Professional

Location: Gandhinagar

Technology

Motivation



Self Care



Creativity



Core needs

- Visually Engaging, Customizable Habit Tracker.
- Journaling And Reflections For Wellness And Mindfulness.
- Creative Rewards Like Badges And Avatars.

Frustrations

- Static, Non-Customizable Apps.
- Lack Of Prompts Or Inspiration For Self-Reflection And Habit Suggestions.

Quote

"I Want A Habit Tracker That's As Creative And Organized As I Am; It Should Inspire Me To Grow Every Day."

Personality trait

Reflective

Creative

Organized



Bio

Arjun, is a software developer who thrives on progress but struggles with staying motivated long-term. He's always looking for tools to help him achieve his goals and enjoys friendly competition that keeps him engaged. He values instant feedback and rewards but often finds tracking his habits to be a chore.

Demography

Age: 25

Gender: Male

Education: Graduated

Profession: Software Developer

Location: Vadodara

Technology

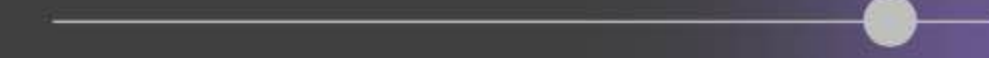
Productivity Apps



Self Care



Easy To Use



Core needs

- Engaging, Fun Ways To Track Habits.
- Instant Feedback And Rewards To Keep Him Motivated.
- Social Features Like Leaderboards To Fuel His Competitive Nature.

Frustrations

- Habit Tracking That Feels Like A Burden, Not Rewarding.
- Lack Of Progress Indicators Or Acknowledgment When Goals Are Achieved.

Quote

"I Want To Track My Habits In A Way That Feels Rewarding And Fun, Not Like A Chore."

Personality trait

Competitive

Ambitious

Reward-Driven