

LUMI Project – User Personas

Aruzhan – Junk Food Habit

Age: 20

Addiction Type: Junk Food / Unhealthy Eating

Goals:

- Cut down on unhealthy foods like sweets, soda, chips, and fast food.
- Build healthier eating habits and feel more energetic.

Problems:

- Eats junk food late at night.
- Craves sweets when stressed.
- Finds it hard to track what she eats.
- Lacks motivation to stay consistent.

Needs:

- A way to track specific categories of junk food.
- Healthy suggestions and alternatives.
- Daily reminders.
- Visual progress to stay motivated.

Aisha – Phone Addiction

Age: 19

Addiction Type: Phone / Social Media Addiction

Goals:

- Reduce daily screen time.
- Improve focus during study hours.
- Stop checking her phone constantly.

Problems:

- High screen time daily.
- Gets distracted by notifications.
- Spends too much time on TikTok and Instagram.
- Feels anxious without her phone.

Needs:

- Screen-time tracking tools.
- Unlock counter.
- Challenges and reminders.
- A quick SOS feature for urges.

Amir – Gaming Addiction

Age: 21

Addiction Type: Gaming Addiction

Goals:

- Reduce gaming hours.
- Avoid late-night gaming.
- Improve sleep and productivity.

Problems:

- Plays 5+ hours a day.
- Mostly plays late at night.
- Has trouble keeping track of time.
- Feels guilty but struggles to control it.

Needs:

- Hours-played tracker.
- Night gaming alerts.
- Daily limits.
- Weekly analytics and motivation.