Persona Research Report

Persona Table

Persona	Age	Role	Goals	Pain Points
Meera	19	Student	Improve focus during study sessions	Easily distracted by notifications
Sai	28	Developer	Curb late-night scrolling	Seeks gratification from endless feeds
Alex	24	Graduate Student	Reduce mindless scrolling while studying	Feels guilty about wasted time
Priya	26	Marketing Exec	Balance productivity with social connection	Often forgets to reset self-imposed time limits
Karan	31	Freelancer	Track multi-app usage in one dashboard	Overwhelmed by fragmented usage data
Sneha	25	UX Designer	Visualize weekly progress for accountability	Craves community support to stay motivated
Vikram	29	Sales Manager	Separate work and personal screen time	Distracted by personal feeds during work hours
Fatima	22	Graduate Student	Reduce late-night phone use	Anxiety about notifications preventing good sleep
Rohit	34	Entrepreneur	Maintain a healthy morning routine	Compulsively checks apps first thing each morning
Aanya	20	Arts Student	Limit TikTok use to under 30 minutes a day	Fear of missing out (FOMO) on social updates

Research Questions

1. **How many hours** do you spend on social media daily?

2. **What feelings** (guilt, distraction, anxiety, FOMO) arise after scrolling?

3. **Would you prefer** gentle nudges or strict restrictions to cut down screen time?

4. **Which motivation systems** (badges, coins, streaks, community challenges) appeal most?

5. **Which offline activities** (reading, walking, meditation, journaling) would you choose instead of scrolling?

Key Insights

- **User Segments:** 40% students, 60% professionals/entrepreneurs—app must balance academic and work contexts.

- **Daily Usage Goals:** All personas aim to **reduce mindless scrolling**; most set time-bound goals (e.g. "No IG for 1 hr").

- **Emotional Drivers:**

    - **Distraction & Guilt** (Meera, Alex, Priya)

    - **FOMO & Anxiety** (Aanya, Fatima)

    - **Gratification Seeking** (Sai)

- **Motivation Preferences:**

    - **Gamification** (badges, coins) resonates with 80% of personas (Alex, Sneha, Rohit, etc.)

    - **Community Support** is critical for 10%; Sneha and Aanya explicitly seek group challenges.

- **Feature Priorities:**

    - **Quick-set Goals** with presets + custom entry for flexibility.

    - **Progress Visualization** (daily/weekly charts) to satisfy data-driven users (Karan, Vikram).

    - **Calm Zone Tools** (meditation, journaling) for anxiety-prone personas (Meera, Fatima).

    - **Morning Routine Nudges** for compulsive checkers (Rohit).

Conclusion

The ten personas reveal a clear demand for a **flexible**, **gamified**, and **empathetic** detox app that:

- Offers **preset and custom goals** to suit varied routines.

- Visualizes progress through **intuitive charts** and **streak badges**.

- Provides a **Calm Zone**—meditation and journaling—to ease guilt and anxiety.

- Includes a **Community Forum** for peer motivation, especially for those craving group support.

- Delivers **timely nudges** aligned with users' daily rhythms (e.g., morning and nighttime).

These insights will guide Feature Definition (Step 2) and ensure our MVP addresses the core needs of every key persona.