



## ALEX

Age: 20 years old  
Gender: Male  
Occupation: Student  
Education: Computer Science  
Location: Temuco, Chile

"I feel like I'm always connected, but never actually focused on what matters."

### PERSONAL CHARACTERISTICS

- Highly ambitious
- Easily distracted
- Impulsive and procrastinative
- Structured
- Problem solver

### DESCRIPTION

Alex is a third-year student. He spends most of his day at the university and in the library. Although he wants to stay focused on his studies, he often gets distracted by Instagram and TikTok, which causes him to lose valuable study time. He has tried productivity techniques like Pomodoro, but the urge to check notifications constantly interrupts his concentration.

### DIGITAL HABITS (BEHAVIORS)

- Checks Instagram and TikTok multiple times an hour, especially when bored.
- Uses WhatsApp and email for school and group projects.
- Studies mainly on his laptop but keeps his phone always nearby.
- Often bypasses existing digital wellbeing tools, fomenting distrust towards them.

### PAIN POINTS

- Finds it nearly impossible to ignore notifications.
- Feels regret and anxiety from his wasted time on social media.
- Has sleep disruption issues from pre-bed scrolling.

### GOALS & MOTIVATIONS

- Stay focused during lectures and study time.
- Reduce his wasted time on social media.
- To feel in control of his time and digital habits.

### APP NEEDS

- A strict, customizable focus mode that can block specific distracting apps and websites during study sessions.
- Usage analytics that clearly visualize where their time is going, helping them identify problematic patterns.
- Gentle, actionable reminders to begin a "wind-down" routine before bed.

### PERSONAL CHARACTERISTICS

- Diligent
- Responsive
- Goal-oriented
- Compulsive
- Concerned

### DESCRIPTION

Maria, a marketing manager, leads a busy team and faces demanding work responsibilities, requiring constant communication via email and Slack. Since her company adopted a hybrid model, she struggles to disconnect after work, as notifications interrupt family time and dinner. This compulsive need to check her phone leads to guilt for not being fully present with her children and results in mental exhaustion from never taking a real break.

### DIGITAL HABITS (BEHAVIORS)

- Compulsively checks work-related apps in the evenings and on weekends.
- Always keeps her devices on reach, just in case.
- Interrupts dinner or quality time with her children to attend work notifications.

### PAIN POINTS

- Feels that her job responsibilities are encroaching on every aspect of her personal life.
- Never feels truly rested because she's always mentally "on-call."
- Worries about the example she's setting for her kids when she's constantly on her phone.
- Finds that simple phone settings aren't powerful enough to curb her habits.

### GOALS & MOTIVATIONS

- To establish boundaries between work hours and personal time.
- To find healthier, non-digital ways to de-stress after a long day.
- To model healthy tech habits for her children.

### APP NEEDS

- A feature that can differentiate between "Work" and "Personal" apps and apply different rules based on the time of day or location.
- A "Work-Life Balance" score or dashboard that tracks how well she's disconnecting after hours.
- The ability to set strict "off-limits" times for specific app categories (e.g., no email after 6 PM).



## MARÍA

Age: 38 years old  
Gender: Female  
Occupation: Marketing Manager & Mother of two  
Location: Temuco, Chile

"The line between my work life and my home life has completely disappeared."



## DAVID

Age: 67 years old

Gender: Male

Occupation: Retired Teacher

Location: Antofagasta, Chile

"Technology is wonderful for staying in touch, but I don't want it to consume my day."

### PERSONAL CHARACTERISTICS

- Family oriented
- Self-aware
- Distractable
- Traditionalist
- Tech-savvy (for his age)

### DIGITAL HABITS (BEHAVIORS)

- Often finds himself spending several, unintended hours on social media.
- Usually uses technology to communicate with his family or reading the news.
- Actively seeks a better usage of modern technology.

### DESCRIPTION

David, a retired history teacher, uses technology to connect with his family, particularly his out-of-state grandchildren, through video calls and photo sharing on his tablet. While he enjoys the connectivity, he often gets sidetracked by YouTube and engaging in stressful political debates on Facebook. He yearns for the days of uninterrupted reading and wants to use technology more mindfully for connection and learning, avoiding passive entertainment and anxiety.

### PAIN POINTS

- Easily loses track of time when engaging in activities.
- Feels overwhelmed and anxious from the constant stream of negative news
- Has noticed it's harder to concentrate on a single task, like reading a book, for an extended period.
- Doesn't have a good sense of which apps are taking up most of his time.

### GOALS & MOTIVATIONS

- To use his devices for specific, meaningful purposes.
- To limit the time he spends scrolling through endless news and social media feeds.
- To protect his attention span for offline activities like reading, gardening, and woodworking.

### APP NEEDS

- A very simple, clear, and easy-to-navigate interface with large text.
- The ability to set daily time limits for specific apps, with a clear notification when the time is up.
- A "take a break" reminder that encourages him to step away from the screen and do something physical.
- Small reports that celebrate his successes in meeting his digital wellbeing goals.