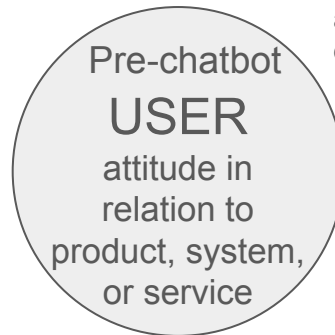


Feels (visceral)

- Anxious about work/life stress.
- Intimidated by the blank page and the skill level they see online.
- Frustrated with past attempts or creative blocks.
- Afraid of failing or "wasting" expensive supplies.
- Overwhelmed by the sheer amount of information (what brushes? what paper?).
- Self-conscious about their "lack" of artistic talent.

Does (behavioral)

- Searches Google/YouTube for "easy beginner watercolor" or "how to manage stress."
- Watches watercolor tutorials online but feels the artists are too advanced and gets discouraged.



Thinks (reflective)

- "I need a way to relax that isn't just watching TV."
- "I've always wanted to try watercolor, but I don't know where to start. It looks so hard."
- "What if I'm just bad at it? I don't want to be discouraged."

Says (communicative)

- "I'm so stressed out. I need a new hobby."
- "I'm not a creative person, but I wish I was."
- "I tried painting once, but my colors all turned to mud."
- "I don't even know what supplies to buy."

Goals: Primary: To find a calming, meditative outlet for stress relief. Secondary: To learn a new, beautiful skill in a structured way.