Name: Ryan Johnson

Age: 20

Location: USA

Education: Second-year University Student (Computer Science Major)

Relationship Status: Single

Personality Traits: Ambitious, easily distracted, inconsistent with personal goals

**Background & Lifestyle**

Ryan is a second-year university student who is passionate about learning new skills and improving himself, but he struggles with time management and consistency. His daily life is a mix of attending lectures, working on assignments, working a part-time job, and trying to stay healthy.

He often sets personal goals like improving his coding skills, reading more books, exercising regularly, and budgeting better. Still, he frequently loses track of his progress and forgets about long-term goals due to his busy schedule.

Ryan has tried using goal-tracking apps in the past, but most of them were either too complex, too rigid, or made him feel guilty for falling behind. He wants a tool that helps him stay on track without making him feel like a failure when life gets in the way.

**Behavior & Habits**

- Has a busy schedule and often puts off personal goals to focus on academics and work.

- Tends to procrastinate, starting strong with new goals but losing motivation over time.

- Finds tracking goals helpful but prefers visual and interactive methods over plain text lists.

- Doesn’t like pressure, so apps that remind him too aggressively tend to annoy him.

- Feels discouraged when he doesn’t make immediate progress and often abandons goals.

**Pain Points**

- Struggles with staying organized when managing multiple academic, personal, and work-related goals.

- Gets discouraged easily when he doesn’t meet a goal’s timeline.

- Finds most goal-tracking apps too strict, making him feel guilty instead of motivated.

- Needs reminders, but not ones that stress him out or feel like nagging.

- Prefers an offline tool because online apps often lead to distractions (social media, YouTube, etc.).

**Goals & Needs**

- Wants an easy way to track progress without feeling overwhelmed.

- Needs a flexible system that allows for adjustments when life gets busy.

- Prefers positive reinforcement, celebrating progress rather than punishing failure.

- Wants a clear visual representation of how close he is to achieving his goals.

- Needs an app that helps him break large goals into smaller, manageable steps to maintain motivation.

How the Personal Goals Tracker Helps Ryan

- Customizable goal categories for different areas of life (academics, fitness, finances, hobbies).

- A simple, clean, and visually engaging dashboard that doesn’t feel overwhelming.

- Progress-tracking visuals such as progress bars and milestone markers to keep motivation high.

- Encouraging reminders that help him stay on track without feeling pressured.

- Offline access, so he can stay focused without getting distracted by online content.

- A flexible goal-setting system that allows for changes, recognizing that life isn’t always predictable.