**Avatar Deep Dive**

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The purpose of conducting an Avatar Deep Dive is to understand our ideal customer better than they understand themselves. By gaining this deep insight, we create a powerful advantage over the market, allowing us to craft highly personalized ads, landing pages, and offers that speak directly to their emotions, pain points, and desires.

**# AVATAR NAME:** " "

* **Avatar Explanation:**
* **Person who suffers from urine incontinence caused by anxiety**
* **Age:**
* **20 +**
* **Gender:**
* **Female**
* **Pain Points:**
* **Weak Bladder control**
* It's like your mind and body doesn't quite coordinate.
* I have anxiety literally 24/7 and have to pee all the time
* My issue is the feeling of needing to go, not actually needing to go.
* I'm worried that I'll get into a long traffic jam and have to pee on the side of the road
* It’s well known that anxiety increases the production of stress related hormones that can affect bladder function and cause muscle tension in your pelvic floor that can then affect your bladder making it feel like you need to pee
* Yes when I’m really anxious or having anxiety attacks I swear I pee every 30 minutes
* Yes, anxiety does cause frequent urination, likely due to increased muscle tension on the bladder, or as a response to stimulating the sympathetic nervous system (fight or flight)
* I got to the point that I have to pee every sip of water after less than a minute of drinking it.
* **Day-to-Day Struggles:**
* I pee exactly after every 1 hour.
* At night when I’m anxious I can’t fall asleep because I keep feeling like I have to pee
* very anxious when it comes to driving
* It's a vicious cycle because I'll be afraid I will pee my pants out of extreme anxiety
* I probably use the bathroom at least 20-30 times a day, mostly at night
* I will get up constantly to use the bathroom and basically can't get any sleep.
* I plan theatre and concert seats around it. I plan camping to be close to bathrooms. I cant drink coffee, or much of anything before a long car trip. I have to pee before I start anything, like an essay for school or a movie at home etc. I feel like my anxiety around it has gotten a bit better since I've been on meds, but its still there.
* This was happening to me a few years ago but I was peeing myself all the time.
* Places like the movies, Uber rides, airports, planes, even a room full of crowded people, the urge would come and when I did go to relieve myself nothing ever really came ou
* It's been so disruptive to my sleep and has caused many sleepless nights cuz I keep going to the bathroom
* I was peeing every 15-20 minutes before I started my current medication. (Buspar and Lexapro). It was rough. I had to get up 2-3 times at night before falling asleep and then 2-3 times after falling asleep I woke up to pee.
* I can’t even go out with family and friends because i know if there isn’t a toilet there, i’ll have a massive panic about not being able to, i’ve had to buy like a mini toilet for my car incase there isn’t anywhere to go, so embarrassing
* **Victories:**
* I used to have this problem. I was eventually diagnosed with pelvic floor dysfunction. It’s abnormally tight muscles in the pelvic floor region, and I think it was largely due to stress. I went to a physical therapist and was taught some exercises/stretches that resolved the problem within a few weeks. You might be able to find some of these stretches online. One of them was “happy baby” and another was doing the butterfly but while laying down. I don’t remember the rest because it’s been a while.
* I used to, especially at night. Hydroxyzine took that away.
* My doctor gave me Oxybutynin Hydrochloride 5mg. It works 90 percent of the time.
* The more I’ve come to realize that, the better the anxiety has gotten as well as my actual urge to pee
* You should start exercising your bladder muscles, just founded out thats a thing!! Its called Kegel exercises you can search it up on google or youtube, this will help you strengthen your bladder muscles so you wont stop urinating here and there.
* **Failures:**
* Ive tried Kegel’s a lot of times..ive been having this condition for the past 10 years and it wont get better…its just the same
* **Goals:**
* **Not worrying about where bathroom is**
* **Not worrying about leaks**
* **Sleeping through the night**
* **Beliefs:**
* **Authority figure – recommends going to see a doctor**
* **Desires:**
* **Objections:**
* **Level of Awareness:**