Liam Chen

age: 19
residence: San Francisco, California
education: College Freshman
occupation: Computer Science Major
marital status: Single

Always online, always optimizing.

Liam is a first-year university student studying computer science. He loves exploring the newest tech trends, gaming with friends, and testing productivity apps (though ironically, he spends hours switching between them). He's ambitious about building a startup one day, but social media often eats up his time as he scrolls through tech influencers and meme accounts.
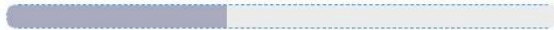
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Liam wants to stay connected with the tech world while maintaining focus on schoolwork and personal projects. He feels successful when his GitHub streak is strong and his DMs are full.

Needs

- Tools to limit distractions while studying
- Customizable focus schedules
- Gamified motivation

Wants

- Efficiency and innovation
- Staying "in the loop" online
- Achieving balance between work and play

Values

- Smart app blocking that adjusts to his routine
- Productivity reports and achievement tracking

Fears

- Missing out on major trends or news
- Falling behind classmates
- Losing focus during critical study hours

MOBILITY LABS

Jasmine Ortiz

age: 27

residence: Austin, Texas

education: Bachelor's in Communications

occupation: Social Media Manager

marital status: Engaged
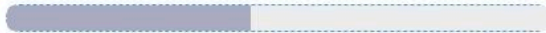
If it's not posted, did it even happen?

Jasmine runs multiple brand accounts, and her job demands constant online presence. Even when she's off work, she checks notifications and tracks analytics out of habit. She loves fashion, food, and making aesthetic Reels — but she's beginning to feel burnout from being "always on."

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Jasmine feels accomplished when her engagement metrics are high and her personal brand thrives alongside her professional work.

Needs

- Gentle reminders to disconnect
- Time tracking between personal and work accounts

Wants

- A "digital detox" mode that doesn't hurt her job performance
- Encouragement to spend time offline without guilt

Values

- Authentic connection
- Creativity
- Work-life balance

Fears

- Losing audience engagement
- Missing viral opportunities
- Feeling irrelevant

MOBILITY LABS

Noah Rivera

age: **15**

residence: **Orlando, Florida**

education: **High School Sophomore**

occupation: **Student**

marital status: **Single**

Just one more video...

Noah spends hours scrolling through TikTok and YouTube. He's funny, creative, and constantly chasing trends to post his own videos. While his parents worry about screen time, he insists it's "just how everyone hangs out now."

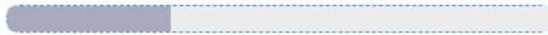## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Noah feels validated when his videos get likes and comments, and when friends tag him in memes.

Needs

- Tools to monitor and limit daily screen time
- Positive reinforcement to take breaks

Wants

- Fun, challenge-based app limits (like "no TikTok after midnight")
- Stats showing time saved or achievements unlocked

Values

- Entertainment
- Friendship
- Creativity

Fears

- Being left out of group chats
- Missing trends
- Feeling bored without his phone

MOBILITY LABS

Priya Patel

age: **34**
residence: **Chicago, Illinois**
education: **MBA**
occupation: **Marketing Director**
marital status: **Married, one child**

I tell myself I'm checking emails, but it's really Instagram.

Priya balances a demanding job and family life. She justifies her constant phone use as "staying productive," though she often finds herself lost in social media between meetings. She wants more presence with her family but struggles to disconnect.

Comfort With Technology

INTERNET
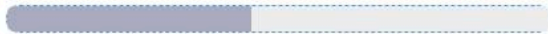
SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Priya feels successful when she completes tasks efficiently and spends quality time with her family without distractions.

Needs
- Scheduled downtime
- Work vs. personal mode separation

Wants
- A "focus" app that helps her unplug during family hours
- Insightful analytics showing progress

Values
- Family time
- Productivity
- Mental wellness

Fears
- Burnout from constant online pressure
- Missing urgent work messages
- Not being a good role model for her child

MOBILITY LABS