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TP2 - Personas  
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**1. Questions chosen by the team to ask in interviews -**

- a. How frequently do you currently practice mindfulness meditation?
- b. Have you ever used a mindfulness meditation app or website?
- c. What types of mindfulness meditation resources do you typically use (e.g., videos, podcasts, apps, self-taught)?
- d. What types of resources would you be interested in receiving from a chatbot (e.g., guided meditations, breathing exercises)?
- e. What kind of functionality would you like to see in a chatbot that recommends mindfulness meditation resources?
- f. What are some of the biggest sources of stress or anxiety in your life recently?
- g. How do you usually relieve yourself from stress or anxiety?
- h. What would motivate you to use a mindfulness app regularly?
- i. How would you describe your current level of stress or anxiety, and how does it affect your daily life?
- j. What are some challenges or obstacles that you face when trying to practice mindfulness? e.g., time, resources, money, etc.?
- k. What kind of situation motivates you to use a mindfulness app?

These questions were chosen by taking into consideration the target users and centering the questions around people who are most likely to use this application like asking for functionality from a chatbot for this purpose.

**2. Narrow down to a primary and secondary persona. Create visual representations for these 2.**

**PRIMARY PERSONA CARD**




## Radha

Age: 24

Education: Commerce

Occupation: Professional Dancer

Location: Pune, India

Hobbies:    

### Background

Radha started dancing when she was 5 years old, and at almost 25 she's ready to rock the professional dace community with her fresh ideas and insightful ideologies. If only her meditation practice was as fruitful as her dancing skills, she'd have already taken the world by storm!

### Goals

- Increasing reach of Indian classical dance form all over the world!
- Finding peace of mind and clarity in work.
- Consistent meditation practice that does not require extra efforts from her side

### Frustrations

- Inconsistency in regular meditation practice
- Increase in stress with no productive outlet that leads to burnout.
- Creativity impacted by muddled thoughts


### Meditation Habits

- Early morning meditations help to set the tone for the day
- Guided meditations are easier to follow.
- Prefers instructions over meditation music
- Meditates at least thrice a week.
- Experiments with different kinds of techniques often.

“ I am a person who cannot meditate by myself and prefer resources that guide me through the mindfulness practice! ”

## SECONDARY PERSONA CARD

## Manuj



"Its really important to be alone every once in a while"

### About...

Manuj is a software engineer. He has always been passionate about computers and technology. He has been in this field for about 7 years. He is a busy professional. He likes to visit new places and enjoy nature but doesn't get much time. He likes to spend time with his family when he is not chasing work deadlines.

Age: 33  
Occupation: Software Engineer  
Status: Married  
Location: Seattle, WA  
Hobbies: Watching TV, Reading, Travelling

### Goals:

Stress-free life  
Nature and wildlife tranquility

### Pain Points:

Does not get much time for himself when there is a lot of work  
Deadlines in work can be taxing and exhausting  
Not able to take care of health

### Needs and expectations:

Willing to use resources to practice meditation and self-calming habits.

## WRITE-UP

### 3. Briefly describe the interviews and data analysis as you've done for the project interviews (1~2 pages). Include all the interview questions.

The interview was conducted in-person with a software engineer who had been working in Seattle for several years. During the interview, it was revealed that he had been seeing a psychologist to seek advice on his anxiety issues. He constantly feels anxious and stressed about the high cost of living in the city, particularly the rapidly increasing house prices. Adding to his stress is the fact that he and his wife are planning to start a family soon, and they worry about the financial burden of raising a child in such an expensive place. He often finds himself working long hours and struggling to switch off from work, leading to a cycle of stress and anxiety that is taking a toll on his mental health. He expressed interest in using more flexible and user-friendly mindfulness apps. The interviewee discussed his personal experience with stress and how he incorporates mindfulness into his daily routine. Additionally, he shared his thoughts on exercises that he finds effective for relieving stress.

The second interview was conducted in person. He is a software professional who does not get much time for himself due to his fast-paced life and busy work. He has been working in software engineering for 7 years. He says corporate life is tough. His work life balance is not good. He only gets time for his family when he is not chasing deadlines. He wants to practice meditation but does not know the means to do so. Sometimes, he does get time to go on walks, do household chores etc. He likes travelling and exploring nature. He is willing to use an app which has simple UI which can help him calm and relax. He says that stress should not be there in anyone's life. He also says that it is especially important to spend time with oneself and practice meditation.

The third individual is a Seattle University-educated software engineer who graduated in June 2022. He experiences a lot of stress at work. He still needs to learn a lot of abilities as a beginner. Additionally, he feels disoriented and unsure of what to do next because he has only recently begun his career. He desired to leave his parents' house and begin a life on his own but lacked the guts to venture outside of his comfort zone. He feels anxious and disoriented because of everything. But he lacks a healthy outlet for his stress. He normally just relaxes by playing video games and listening to music.

The fourth individual who was interviewed for this project is a working professional from India. She is a professional classical dancer who runs her own business. She was chosen as the interviewee because she practices meditation regularly and perfectly fits into our target audience for the application. The interview edged on the precipice of formal and informal as the interviewer and interviewee are close friends. At many points, the interviewer modified the interview questions to keep the conversation going and the interviewee responded with very thoughtful and insightful answers for her reason to meditate and how it helps her relieve the immense stress she faces every day. The interviewee also shared her experiences with certain

mindfulness applications as well as her experiences with different kinds of techniques and what she realized works for her and what does not. It was a very fruitful conversation and gave a lot of data to work with when designing the persona based on this interview.

**Raw Persona data for the interviewees -**

NAME - Jackson Wong

AGE - 31

Gender - Male

OCCUPATION - Software engineer

EDUCATION- MS

LOCATION - Seattle

FAMILY LIFE - Married, no kids

PERSONALITY - Outgoing, sociable, organized, competitive

GOALS - Alleviate stress and anxiety, calm minds

PAIN POINTS - it's hard to find an all-in-one app which include different types of free resources to make mindfulness a regular part of the daily routine

SCENARIO - Jackson Wong, a 31-year-old software engineer who has been working hard for the past few years to establish his career in Seattle. He constantly feels anxious and stressed about the high cost of living in the city, particularly the rapidly increasing house prices. Adding to his stress is the fact that he and his wife are planning to start a family soon, and they worry about the financial burden of raising a child in such an expensive place. Jackson often finds himself working long hours and struggling to switch off from work, leading to a cycle of stress and anxiety that is taking a toll on his mental health. He also worries about whether he will be able to provide a stable and secure future for his family.

NAME – Carl Ryan

AGE - 24

GENDER - Male

OCCUPATION – Software Engineer

EDUCATION – Bachelor of CS

LOCATION – Seattle, WA

FAMILY LIFE – Lives with parents, has a younger sister.

PERSONALITY – Friendly but introverted and unsociable, serious and responsible with obsessive-compulsive behavior.

GOALS – Relax, focus on work

PAIN POINTS –

1. Stress of work
2. Fear to walk out of comforted zone
3. Can't focus on work because of stressful situations.

HOBBY -

1. Play video games
2. Learn new things related to cs

SCENARIO – Carl feels tired after a day's work, but at the same time he feels empty. He doesn't know what to do. Late at night he lay awake for a long time. And he had to get up early for work the next day, which made him lethargic and inefficient the next day.

NAME – Radha K

AGE - 24

GENDER - Female

OCCUPATION – Professional classical dancer

EDUCATION – master's in commerce

LOCATION - Pune, India

FAMILY LIFE – Lives with parents, has an older sister.

PERSONALITY – Very passionate, insightful and warm-hearted personality. Goes above and beyond for friends and family and enjoys the little moments in life.

GOALS – To succeed in making Indian classical dance known to a wider demographic and form a community of dancers.

PAIN POINTS -

1. Running a one-woman business is very stressful.
2. Content creation daily has caused a lot of mental pressure
3. Unable to separate dance into work and hobby

HOBBY -

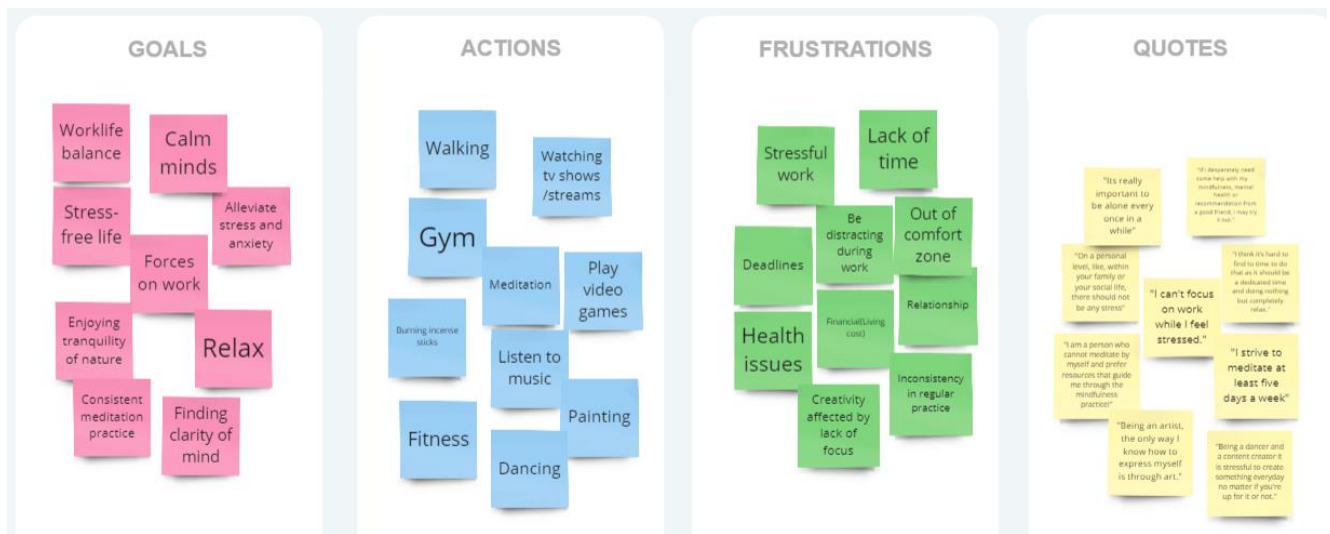
1. Painting
2. German philosophical poems

SCENARIO - Everyday, before all the rush of the day starts, Radha loves to sit down, start a guided meditation episode and let herself go with the flow of the melody of mindfulness. It's become a morning ritual of sorts, to calm her mind before all the stress of the day starts piling up. Being a rookie artist trying to make it big in the dance culture scene, she often must make ends meet after the costs of producing and publishing her dance content are gone. She prefers to go for applications that do not cost a lot, but still

provide meaningful content. Although it takes a while to find the perfect meditation to guide herself with, she positively loves the process of her mindfulness ritual.

Link to Miro board for affinity diagram:

[https://miro.com/welcomeonboard/N2FYMFNjZWm3b0YyNEpXbmZoOExpOTUzWnNoVzFETFFYYmtobVRWVU5MQUK1a1BwVmgzaENENjdXa1hycGVIV3wzNDU4NzY0NTUyMTY5Mjc1NTgzfDI=?share\\_link\\_id=70541929860](https://miro.com/welcomeonboard/N2FYMFNjZWm3b0YyNEpXbmZoOExpOTUzWnNoVzFETFFYYmtobVRWVU5MQUK1a1BwVmgzaENENjdXa1hycGVIV3wzNDU4NzY0NTUyMTY5Mjc1NTgzfDI=?share_link_id=70541929860)



4. Explain how and why you chose the demographic/psychographic attributes and topic-related information for the persona. For example, if your persona is a farmer, explain why a person's occupation is relevant to designing your product and why you chose "farmer" as the persona's occupation.

**a. Professional Dancer + Businesswoman:**

We chose this persona because the interview that inspired this persona was of a 24-year-old woman who is a professional classical dancer who also runs her own small business. Additionally, she is someone who has been meditating and following meditation practice for a long time. We felt that this suited our primary target users for this application – Working professionals who use meditation and follow mindfulness techniques for better mental health.

This persona's occupation of being an artist and a businesswoman is something that we see emerging in the current market rapidly – people who perform a one man show to do it all. They

practice their art, they dabble in marketing their products, their skills and creating content constantly that will reach the general audience. It's a tough job and finding the mental clarity to do all this together requires some serious effort.

**b. Software engineer:**

We chose this persona because one of our target users is a working professional in corporate. Corporate jobs can be hectic. They have to chase deadlines and deliver a lot more. These individuals usually belong to the age group of 25 to 50 years old. Their life can be stressful. They are so busy that they might not understand that they are depressed or stressed, and they need help. They need to know about the resources available like apps, podcasts etc. from someone who uses them (Friends or family?).

**5. Explain how you chose primary and secondary personas.**

Primary persona: Our primary persona is based on someone who meditates regularly but wants an easier and more streamlined method of finding the right resource instead of spending a lot of time and energy in finding a good resource. Being a working professional with a heavy workload, it would make a world of difference to have mindfulness resources tailored to their needs and available easily. Having practiced mindfulness in the past, they have certain preferences but are willing to experiment and find something better suited to their needs.

Secondary persona: Our secondary persona is based on someone who wants to do meditation but does not know about. Since our secondary persona is a working professional, they are busy and do not get much time for meditation and self-calming habits. They have no knowledge of resources like apps, podcasts etc. that are there to help them, but they are willing to use them if they get to know about them.