

Sarah Chen - The Busy Parent



She is a 32-year-old full-time project coordinator at a tech company. She is a single mom to her 7 and 5-year-old kids since their divorce three years ago. Sarah lives with her kids away from the city in a suburban house and dog. Earlier, she has tried other apps for other habit trackers but given up on them due to the fact that life with kids at this stage has been irregular. She can miss three days' worth of tracking in a row if her kids are sick or have issues at school, and she feels too guilty to get back on the app.

Before having kids, she had regular routines but her days are chaotic and unpredictable now. She wishes to build a routine like exercising, 15 minutes of reading, or deep breathing, but her kid's needs interrupt her. She goes to work out at 6am. On days when her youngest gets sick, the rest of the day is a loss as that is her focus. She is critical about not getting enough "me time" and compares herself with other moms who seem to have their lives together. She tried apps like Notion and Habitica in the past, but the strictness of Habitica stressed her, and Notion was too complex to put into practice with her having little time to relax.

It takes her 40 minutes to reach work in a car. During her way to work, she mostly listens to parenting podcasts or things about things she still has to do that day. On most days, she hurries up to pick up the kids back from school, go grocery shopping, and do chores at home. After the kids fall asleep, she is too tired to do anything productive. She believes that if she had an app that understood that life is unpredictable and did not hold her back for missed days, then she might really be able to work on creating good routines for her. Sarah uses her laptop mostly at work, but she uses her iPhone every day to control her life, like receiving calendar reminders, school texts, and seeing her bank accounts. She does not like to have to sit back and wait for poky configurations or have to deal with too complicated processes. She enjoys simplistic configurations that open up quickly. Most of all, she wants flexibility. Sarah believes that if there was a habit tracker that factored in bad days and did not make her feel like a failure on tough days, then she would take care of herself better and feel good most of the time.

Avantika Lal - The Remote Worker



Avantika is 34 years old Digital Marketing Manager. She has been working from home for the last few years. She is competent at work and is the leader of a small team, but is unable to compartmentalize work for the rest of her life. Avantika did well when she was working in the traditional office environment, because the working hours were set. Today, she finds she ends up working late evenings, misses the lunch break, and does not exercise as she used to. She would like to break out of these habits but finds current habit trackers too gamified or productivity-focused and not wellbeing-focused.

Avantika is from suburban Toronto and currently resides there with her boyfriend and her dog. Personal growth and education are meaningful to her. She is an avid consumer of podcasts on productivity and mental health. She is familiar with the latest technologies and experimented with some methods such as Pomodoro and time-blocking, but she is unable to sustain herself without external support since she is inconsistent. Avantika appreciates data and metrics but does not want to be overwhelmed by vanity metrics nor infantilized by cute reward systems.

A typical working day begins for Avantika as soon as she gets up from bed and immediately scans her laptop in her bedroom for any outgoing emails. She tends to forget having a good breakfast and keeps on working throughout the day until late afternoon. In the evenings, she regrets not exercising or spending time with her partner. During the weekends, Avantika makes an attempt to take care of herself but keeps checking work messages as this is a habit. Avantika works from her MacBook and an iPhone that she never leaves behind. She likes minimalist, clean designs and believes in privacy. She's had her fill of apps that sell their data or push hard to sell subscriptions. She'll take the time to set things up the first time around if she sees concrete rewards later on. Avantika believes that if there were a habit tracker based on long-term wellbeing instead of hustle culture, and offered subtle nudges instead of coercion, she'd be better off undertaking healthy habits from the onset.

Edmond Azarian - The Goal-Oriented Student



Edmond is an ambitious 19-year-old whose passion since childhood is programming. This is why studying computer science seems the perfect choice for him. Now in his 2nd year, he moved from campus to a nearby house he shares with three roommates. He loves being a student and he appreciates the time he has in university as he knows life after this is getting “serious”.

Edmond tries to let more fun into his life without feeling guilty. He is a hard-working, responsible person. Since tuition is quite high, he wants to contribute by working in retail on the weekends. In his free time he likes to play basketball and meet with his friends. Once in a while they go to a movie, as Netflix cannot match the experience of sound and visuals they find there. He also likes to play video games in his free time. What Edmond notices is that, even though quite organized, he doesn't have enough time to juggle university work, his job, and his time off. He often finds it hard to create an equilibrium in his student life.

He knows he should spend more time studying, have a healthier lifestyle, and game less as these are not good for his physical and mental health. He should rest more, sleep at least 7 hours a night, join the gym, and spend less time on screens. Oddly enough, Edmond is not able to stick to this plan, even though he is quite disciplined. He decides he could use some help when it comes to being more aware of what he needs to do and more present at the same time. He needs something to act like an assistant and there is the easy answer: an app.

Edmond used apps like Google Calendar and Notion in the past but he found them boring. Although he values his academic progress and has been trying different techniques, he hasn't been consistent with his methods. He needs a study routine that helps him build effective habits in small steps without pressure. What he is looking for is an app that motivates him to study and achieve his other goals more often. He likes gamified elements and appealing interfaces. Edmond hopes that a habit tracker app will help him achieve his goals and he would like for it to be like a gentle assistant.