

Jared Smith (1/3)

**Goal**

He wants to get rid of the anxiety, exhaustion, and stress that interferes with his life.

**Pain Points**

Exhaustion

Anxiety

Stress

Time Waste

**Behavior**

Aware of the problem and the triggers causing it

Checking rituals

Moderately interferes with focus in his professional and personal life

Often feels Anxiety (work, personal)

Not in therapy

Facing and dealing with it alone

Triggers are several with a small group causing the most issues

Demographic Data	Personality
Age: 30-50 Years Old	Introverted
Relationship Status: Single	Self-Starter
Living: Alone in an Apartment	
Occupation: Creative Fields	

**Technology Use**

Owns an iPhone and an Apple Watch.

Has purchased apps before and also has active app subscriptions.

Uses apps to quantify parts of life (exercise, food, sleep, .etc).

Has used online resources to solve problems before (e.g “how-to” videos or articles).

Uses social networks and watches videos on YouTube.

Reading books even on a smartphone.

**Quotes**

*I want to leave the apartment, go to work and enjoy it for what it is instead of dealing with the anxiety and lack of focus.*