Zandbox

Audience Research/Persona Adam Rosado

Target Demographic

Age: **25 - 34** Gender: **any/all**

Race/ethnicity: any/all

Salary/household income: < \$32,000/year

Education: some college

Student status: undergraduate - currently enrolled

Challenges

Mental health

- Anxiety/panic attacks
- Depression
- Concentration
- Inconsistent sleep
- Low self-esteem

Executive functions

- Difficulty establishing and maintaining a routine
- Disorganized/"messy"
- Academic performance

Goals

Primary goal

To be able to manage schedule & routine more effectively

Secondary goals

- To have less frequent, less severe bouts of anxiety/panic attacks, depression
- To feel less stressed; calmer
- To feel more in control of their own life

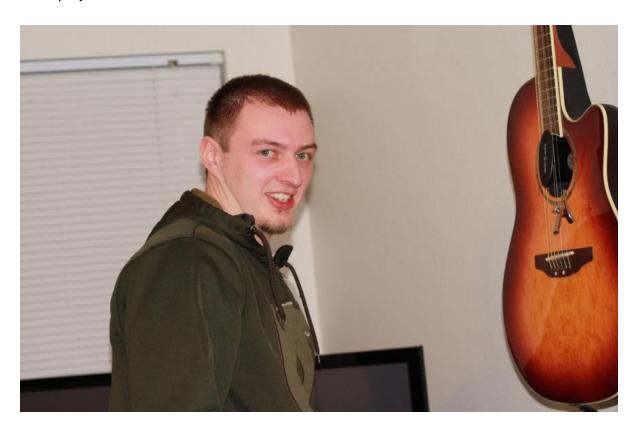
Values & Fears

- Values close friendships & relationships
- Values "alone time" for deep thought, introspection
- Values creativity
- Values technology
- Fears disappointing others
- Fears appearing incompetent
- Fears that much of their adult life has been wasted
- Fears that the future will be bleak/life will not improve
- Fears that mental health issues cause alienation from others

Persona

David L.

Student - Computer Science major, UC Davis 27 years old, Male, Davis, CA Unemployed



Goals

Learn to effectively manage: Creative arts
home life, academic life, health
Less anxiety, stress Comedy
More sleep, exercise Close friend
Financial stability

Values

Creative arts
Technology
Comedy
Close friendships, relationships

Dislikes

Rushing Public speaking Sports/competition