

# 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:  
home life, academic life, health  
Less anxiety, stress  
More sleep, exercise  
Financial stability

## Values

Creative arts  
Technology  
Comedy  
Close friendships, relationships

## Dislikes

Rushing  
Public speaking  
Sports/competition