

## User Personas

### Persona 1: Maya Qureshi

**Age:** 20

**Occupation:** Marketing Intern & Full-Time Student

#### Background:

Maya is a rising junior juggling summer classes, a remote internship, and leadership duties in her campus org. She uses her laptop all day and rarely takes real breaks.

#### Goals:

- Improve her productivity without burning out
- Build better screen-time habits
- Feel less mentally drained by the end of the day

#### Frustrations:

- She gets into a work “zone” and forgets to pause
- She feels guilty resting if there’s still work left
- She doesn’t like loud or disruptive notifications

#### Tech Behavior:

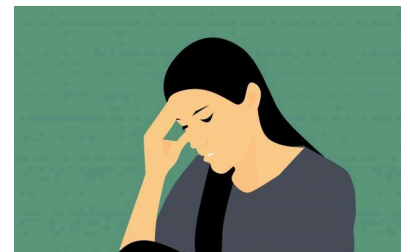
- Laptop and phone use for 7+ hours/day
- Uses Google Calendar, Notion, and Slack regularly

#### Break Behavior:

- Tries to take breaks but usually ends up scrolling
- Responds better to gentle reminders than hard stops

#### Quote:

"I know I need breaks... but I always feel like I don't have time."



## Persona 2: Robert Holder

**Age:** 19

**Occupation:** Computer Science Student

### Background:

Ayaan is a sophomore who loves tech and spends hours on personal coding projects. He often forgets to eat or stretch when deep into work.

### Goals:

- Build healthier digital habits
- Avoid eye strain and posture issues
- Add balance to his daily routine

### Frustrations:

- Doesn't want popups to interrupt his workflow
- Finds it hard to stop when he's in a "flow state"
- Breaks often feel like a waste of time

### Tech Behavior:

- Uses VSCode, GitHub, and Chrome extensively  
Averages 6–8 hours/day on devices

### Break Behavior:

- Ignores breaks unless prompted gently
- Would consider mini challenges or gamified suggestions

### Quote:

"Breaks feel like a distraction, even if I know I need them."

