

# Linda Smith

Age 21

Occupation Full time student

Location Portland, Oregon

Archetype The Mindful One

Calm Friendly Compassionate

## Bio

Linda is a full time student studying Sociology. She likes to run everyday and take care of her plants. She is very in tune with her emotions and journals everyday, tracking her mood and events of the day.

"I want to be able to journal on the go and I need an app that will adapt to my active lifestyle"



## Goals:

- To find a new place to track her thoughts when her physical journal is not present
- To keep a balanced and healthy lifestyle
- To track her physical health

## Motivations:

- Socially Conscious, Achievement, Growth, Community based

## Pain points/Frustrations:

- Journal is too large to carry with her everywhere
- Struggles to find an efficient journaling service
- Mental health apps cost a lot and she is on a budget in college

# Greg Stevens

Age 29

Occupation Information Technology

Location Tampa, Florida

Archetype The Workaholic

Bright

Stressed

Introverted

## Bio

Greg struggles to find a balance between his stress inducing job and his love for rock climbing. He has a few close friends, but is unable to see them due to his introverted tendencies and busy schedule. Most of his nights consist of staying up late while he pets his cat, Rocco.

“I lost some of my friends due to my hectic lifestyle and I need to take care of myself better”



## Goals:

- To have a healthy emotional outlet for himself
- To keep his mental health in check
- To relieve stress and anxiety

## Motivations:

- Easy to use, Organization, Reflection, Self-help

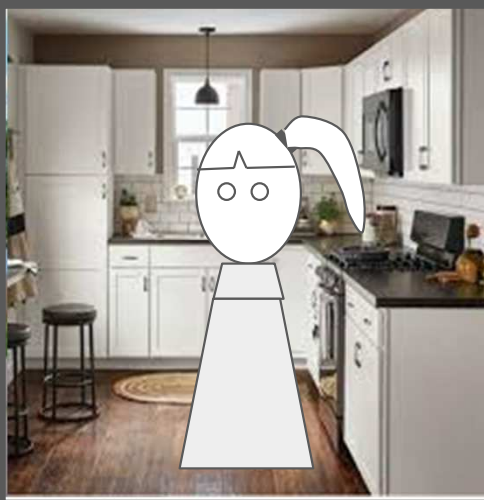
## Pain points/Frustrations:

- Doesn't have a lot of time to write in a journal
- Has trouble staying awake at work
- Never journaled or worked on his mental health before so does not know how to start

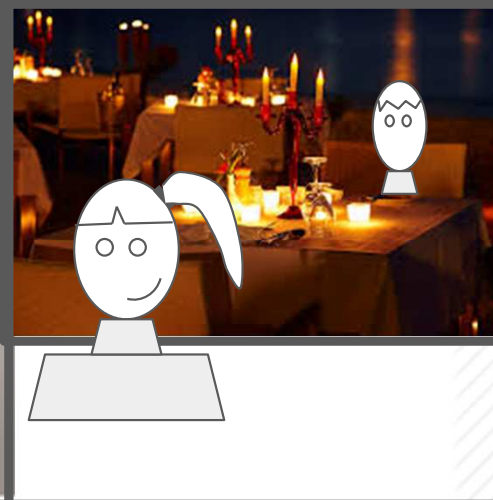
# End of day, journal app (organization)



Rachel wakes up at 6am and goes on a jog around the park.



After her run, she cleans the dishes from the night before and wipes down the counters.

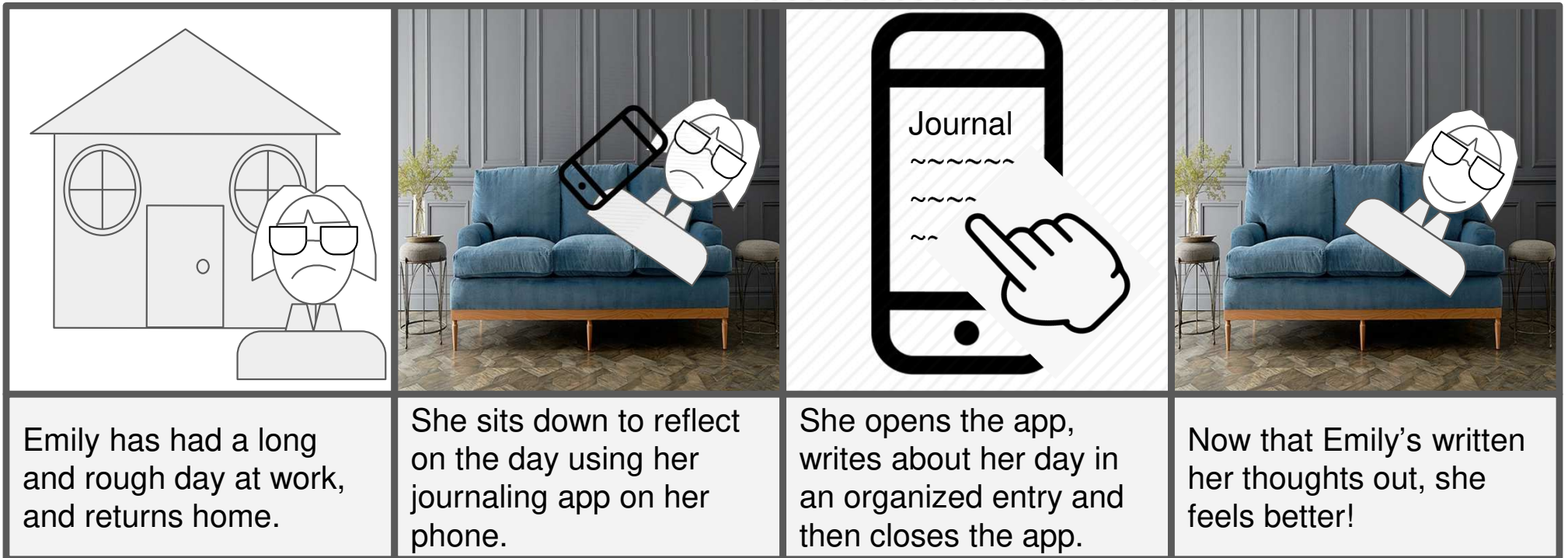


She goes on a dinner date with her new boyfriend and gets home at 8pm.



Rachel tracks all of her activities for the day in the app.

# Rough day reflection (reflection)



# Quick mid-day stress check-in (mental health important)

