

# A



## Ana Breville

‘25 Grad and Billing Specialist  
Independently taking on a new big city

### Goals & Motivations

- Wants to feel stable and organized in daily life by building routines
- Motivated by efficiency and consistency, she wants to avoid wasting time, money, and energy
- Wants confidence that they’re “doing adulthood right”

### Frustrations & Pain Points

- Knows what needs to be done but not always how or when and gets frustrated by advice that is too basic and generic
- Feels overwhelmed managing everything alone after work
- Struggles with decision fatigue (what to cook, what to buy, what matters)

### Behaviors & Context

- Uses notes apps and reminders to stay organized while searching for new checklists and guides
- Avoids tasks that feel mentally exhausting, like grocery lists or budget altering, after a long workday
- Relies on trial and error rather than structured guidance

“I’m an adult on paper, but I still feel like I’m 2 kids in a tall trench coat.”

**A**

## THEODORE MILLER

2nd year at Large University and PT Sales Specialist at Phone World  
Taking my first steps out of home to tackle the world

### Goals & Motivations

- Wants to feel independent and capable as an adult and avoid looking for a more adult adult to ask for help
- Wants to manage money well enough to avoid running out before the end of the month
- Motivated by the desire to “not fall behind” peers who seem more put together

### Frustrations & Pain Points

- Clueless on what is considered a normal struggle and Feels embarrassed admitting he does not know the “basic” things of life, like when or how to do switch energy providers, change filters around the house, etc.
- Gets overwhelmed when searching for advice online that is content heavy and contradictory
- Learns things only after making mistakes (late fees, wasted groceries, forgotten chores)

### Behaviors & Context

- Googles or asks ChatGPT questions late at night like “how much should I spend on groceries?”
- Watches TikTok or YouTube for quick answers but struggles to trust accuracy
- Procrastinates tasks that feel unclear or intimidating

“I’m trying to be independent, but sometimes I don’t even know what I’m supposed to know.”