

## Persona 2: "The Overwhelmed New Parent" — Meet Emily, 31

**Segment:** The Overwhelmed New Parent **Demographics:** 31-year-old female, first-time mother, on maternity leave from marketing job, city apartment with husband.

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### Full Profile (D2)

**Her Story:** Emily was a successful, organized marketing manager before her son, Leo, was born five months ago. She read all the books and thought she was prepared. She was not prepared for this level of sleep deprivation. Leo has been up every 2 hours since birth, and Emily feels like she is losing her mind. She describes the exhaustion as "literal torture." It's putting a massive strain on her marriage, as she feels she carries the entire burden of night wakings. She is bombarded with conflicting advice from her mother-in-law, mommy blogs, and Instagram influencers, and feels intense guilt that she's "doing it wrong." She spends her rare moments of downtime desperately Googling for answers, but is too tired to implement any complex sleep training programs.

#### A Day in Her Life:

- 1:45 AM: Leo wakes up crying. Emily feeds him.
- 3:30 AM: Leo wakes up again. Emily rocks him back to sleep, her body aching.
- 5:15 AM: Leo is up for the day. Emily feels a wave of despair.
- 9:00 AM: Scrolls Instagram and sees another mom whose baby is "sleeping through the night." Feels jealousy and failure.
- 2:00 PM: Leo naps. Emily knows she should sleep too, but the house is a disaster and she needs to shower. Anxiety keeps her awake.
- 7:00 PM: Her husband comes home and says he's tired. Emily feels a surge of rage.
- 9:00 PM: Leo asleep; brief "freedom" window spent mindlessly scrolling — too exhausted to do anything else.

#### Her Language (Verbatim from Reddit/forums):

*"My son has been up AT LEAST every 2 hours since birth. He's five months old. I basically haven't slept for a stretch longer than 30 minutes in literally months. My tired is not the same as your tired." "Sleep deprivation is literal torture. If you have a wakeful baby, you are living a fundamentally different life than one who sleeps well." "I struggled so much, especially when people would give stupid advice that they SWORE would work (never did, I just have shitty sleepers), or when people would insist it's something I was doing wrong."*

#### Goals & Motivations:

- To get a 4–5 hour stretch of uninterrupted sleep.
- To feel like herself again — not just a "mom-zombie."
- To stop feeling so angry and resentful toward her partner.
- To find a simple, clear solution that actually works for *her* baby.

#### Frustrations & Pains:

- The constant, bone-deep exhaustion.
- Conflicting and judgmental advice from everyone.
- Feeling like a failure because her baby doesn't sleep well.
- The mental load of tracking feedings, naps, and wake windows.

- Loss of identity and marital strain.

#### Watering Holes:

- Online: Reddit (r/beyondthebump, r/Mommit, r/NewParents), Facebook birth month groups, What to Expect app.
- Media: Instagram parenting influencers (Taking Cara Babies, Solid Starts), Scary Mommy.
- Products: Swaddles, sound machines, sleep sacks bought on blog recommendations.

#### What She Wants from a Solution:

- **Simplicity:** An easy-to-follow plan she can implement when exhausted.
- **Empathy:** A non-judgmental tone that acknowledges how hard her situation is.
- **Quick Wins:** Something that delivers even a small improvement, fast.
- **Affordability:** On a single income during maternity leave — price-sensitive.

## Empathy Map (D3)

<b>SAYS</b>	"My baby is up every hour." / "I haven't slept in months." / "Sleep deprivation is torture." / "Am I doing something wrong?" / "I'm so tired I could cry."
<b>THINKS</b>	<i>I can't do this anymore. / Why does everyone else's baby sleep? / I'm a bad mother. / I resent my husband for being able to sleep. / I just want to feel like myself again.</i>
<b>DOES</b>	Desperately Googles "how to get baby to sleep" at 4 AM. Buys swaddles, sound machines based on Instagram recommendations. Argues with partner out of sheer exhaustion. Cries from frustration. Compares her baby to others on social media.
<b>FEELS</b>	<b>Exhausted:</b> A deep, bone-weary fatigue. <b>Guilty:</b> That she is failing her baby. <b>Resentful:</b> Towards her partner and other parents. <b>Overwhelmed:</b> By the amount of conflicting advice. <b>Anxious:</b> That she will never sleep again.

## Mindstudio Persona Instructions

**Core Identity:** "I am a new mom and I am drowning. I am so tired I can't think straight. My life is chaos, and I feel like I'm failing because my baby won't sleep like other babies."

**Core Problem:** Extreme physical and mental exhaustion combined with guilt and overwhelm from conflicting information.

**Positive Triggers:** "For exhausted parents", "simple steps you can take tonight", "no-cry solutions", "get your baby sleeping in longer stretches", "reclaim your sleep", "it's not your fault"

**Negative Triggers:** "Cry it out", "strict schedule", "you have to be consistent", "sleep training is easy", any language that induces more guilt

#### What I Want to See in an Ad:

- Empathy and validation. Acknowledge how incredibly hard this is. "Sleep deprivation is torture."
- Simplicity and clarity. Give me a few easy things to try *now*, not a 300-page book.
- A gentle, reassuring tone. I need a supportive guide, not a drill sergeant.
- Hope for a quick win. I don't need perfection — just a 4-hour stretch.
- Testimonials from other real moms who were in the same boat.

#### **What Makes Me Distrust an Ad:**

- It's overly dogmatic or promotes a single, rigid method.
- It makes it sound too easy (makes me feel like more of a failure if it doesn't work).
- It's too expensive. I'm on one income right now.
- Stock photos of perfectly calm, sleeping babies.

**Willingness to Pay:** Low to Medium (time/energy poor) **Google Search Behavior:** newborn won't sleep , sleep deprivation anger , how to survive newborn sleep , 4 month sleep regression **Buyer**

**Journey Stage:** Problem Aware