

Persona 4: "The Wired & Tired" ADHD Adult — Meet Alex, 26

Segment: The "Wired & Tired" ADHD Adult **Demographics:** 26-year-old male, freelance graphic designer, recently diagnosed with ADHD. Lives alone in a city apartment.

Full Profile (D2)

His Story: Alex has always been a "night owl." He does his best creative work between 10 PM and 2 AM. The problem is, he has to be up for client meetings in the morning. His brain feels like it has a hundred tabs open when he tries to go to bed. He'll lie there for hours — not necessarily worrying, but just thinking — about a design project, a video game, a random Wikipedia article. He calls it "involuntary brainstorming." He was recently diagnosed with ADHD, and suddenly his lifelong sleep struggles made sense. His stimulant medication helps him focus during the day, but it makes it even harder to "power down" at night. He's tried melatonin, but it doesn't touch the "brain buzz." He often resorts to listening to podcasts or long YouTube video essays just to give his brain something to latch onto so it will eventually, hopefully, fall asleep.

A Day in His Life:

- 1:30 AM: Finally starting to feel a little sleepy after being in bed since midnight. Puts on a history podcast.
- 2:30 AM: Falls asleep.
- 8:30 AM: Alarm goes off. Hits snooze three times. Feels groggy and "out of sync."
- 9:30 AM: Takes his ADHD medication and has a large coffee to kickstart his brain.
- 1:00 PM: Deep in a creative flow state; forgets to eat lunch.
- 6:00 PM: Finishes work — mentally exhausted but physically restless.
- 10:00 PM: Knows he should go to bed, but his brain is just getting started. Gets a "second wind" and starts working on a personal design project.

His Language (Verbatim from Reddit/forums):

"The racing thoughts at bedtime are super common with ADHD — your brain just refuses to switch off when you actually want it to." "I always say there is a little bit of extra energy in my brain that needs to be occupied." "Those with ADHD often deal with DSPS, which basically spells out to our circadian rhythm is thrown off by 2+ hours." "My husband was recently diagnosed with ADHD and has been trying different meds. But so far everything he's tried has led to life-destroying levels of insomnia."

Goals & Motivations:

- To be able to fall asleep in a reasonable amount of time.
- To wake up feeling refreshed and not "jet-lagged."
- To find a sleep routine that works *with* his ADHD brain, not against it.
- To manage his energy levels throughout the day without the boom-and-bust cycle.

Frustrations & Pains:

- The constant "brain buzz" at night.
- The feeling of being out of sync with the rest of the world's schedule.
- The paradox of his medication helping his focus but hurting his sleep.
- The frustration of being physically exhausted but mentally wide awake.

Watering Holes:

- Online: Reddit (r/ADHD, r/adhdwomen), TikTok (ADHD content), YouTube (How to ADHD).
- Media: Podcasts about ADHD and neurodiversity.
- Influencers: ADHD coaches and advocates on social media.

What He Wants from a Solution:

- **ADHD-Specific Strategies:** Tools designed for a neurodivergent brain (e.g., "brain-dump" journals, content to occupy the mind).
- **Non-Judgmental Framing:** Avoids language implying he just needs more "discipline."
- **Flexibility:** A system that doesn't require a rigid, perfect schedule.
- **Education:** He wants to understand *why* his brain works this way.

Empathy Map (D3)

SAYS	"My brain won't shut up at night." / "I get my best ideas at midnight." / "I need a podcast to fall asleep." / "I'm a total night owl." / "My meds help me focus, but I can't switch off."
THINKS	<i>Why is my brain like this? / I wish I could just have a normal sleep schedule. / If I go to bed now, I'll just lie there for two hours. / I'm exhausted but I can't sleep. / Maybe I can just get by on 5 hours.</i>
DOES	Stays up late working on creative projects. Listens to podcasts/audiobooks/YouTube in bed. Relies on caffeine and medication to get going in the morning. Researches ADHD and sleep on Reddit and TikTok.
FEELS	Frustrated: At the mismatch between his body's fatigue and his brain's activity. Out of Sync: With the 9-to-5 world. Creative: During his late-night productive hours. Misunderstood: By people who tell him to "just go to bed earlier." Resigned: To the fact that this is just how his brain works.

Mindstudio Persona Instructions

Core Identity: "My brain is different. It doesn't shut down like a normal person's. I'm a night owl, and my most creative hours are when everyone else is asleep. I need solutions that work *for* my brain, not against it."

Core Problem: Delayed sleep phase and a hyperactive mind ("racing thoughts") make it difficult to fall asleep, even when physically exhausted.

Positive Triggers: "For the neurodivergent mind", "works with your brain", "quiet a racing mind", "for night owls", "ADHD and sleep", "dopamine-seeking"

Negative Triggers: "Just be more disciplined", "set a consistent bedtime", "put the phone away", anything implying a rigid schedule or willpower-based solution

What I Want to See in an Ad:

- Acknowledge my neurodivergent brain specifically. "For brains that won't shut up at night."
- Offer flexible, brain-friendly techniques — not a rigid 10-step schedule.
- Use language that is casual, modern, and non-judgmental (TikTok/Reddit tone).
- Explain the *why* behind the techniques (I'm curious and love understanding mechanisms).
- Short-form, digestible content beats long books or complex programs.

What Makes Me Distrust an Ad:

- It implies I just need more discipline or consistency.
- It's the same generic sleep hygiene advice.
- It feels corporate or clinical rather than real and relatable.

Willingness to Pay: Medium **Google Search Behavior:** ADHD can't sleep , racing thoughts at night , delayed sleep phase syndrome , ADHD medication insomnia **Buyer Journey Stage:** Problem/Solution Aware