Jessica Roma

"I can sleep after we release the software."

Age: 30
Work: Software Developer
Family: Single
Location: Redmond, Wa.

Personality

Introvert	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

Shy | Hard working | Dependable | Busy

Uses

- Self help tools for her untreated anxiety.
- A directory of clinics in case of crisis.
- A view of what she would be learning if she was to seek treatment.

Frustrations

- Believes that she does not have time to get the help she needs.
- Between work and school, does not have the time to unwind and regroup.
- Worried that treatment will not help her.
- Does not know where to start to get help for her anxiety.

Bio

Jessica is a software developer for a start-up in Redmond. She is also going to school for her master's degree. Jessica has anxiety that is untreated. She feels that she does not have the time to even consider getting help. Instead of seeking therapy she tries to find resources online to help her cope with her problem.

Motivations

Incentive

Fear

Achievement

Growth

Power

Social

Goals

- Meet important deadlines at work.
- Do well in school.
- Take a vacation.
- Try to manage anxiety without starting treatment.

Adam Rollins

"Are you feeling in control of your mind today?"

Age: 44
Work: Therapists
Family: Married, 2 children.
Location: Kent, Wa.

Personality

Introvert	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

Social | Hard working | Dependable | Caring

Uses

- A tool to have his patients use.
- A directory for someone in crisis to get immediate help 24hrs a day.
- No longer having to print out DBT and CBT worksheets every session, patients can now email them to him or give him a file at session.

Frustrations

- Dislikes printing dozens of worksheets every session. He thinks that it takes up too much of his time and feels that it is bad for the enviroment.
- Frustrated with patients forgetting to do DBT and CBT exercises and worksheets.
- Worried that DBT and CBT tools are hard for patients to find online.
- Worried that someone in crisis will not know what clinics accept walk-in counseling.

Bio

Adam is a therapist in the Seattle area. He has many patients with anxiety and panic disorders. Adam is focused on teaching his patients cognitive behavioral therapy (CBT) and dialectical behavior therapy (DBT). Adam is very passionate about helping people with anxiety and panic disorders because he used to have an anxiety disorder himself.

Motivations

Incentive

Fear

Achievement

Growth

Power

Social

Goals

- Successfully teach him patients DBT and CBT.
- Have more time to spend with his children.
- Take a vacation.
- Continue to successfully manage his own anxiety.

Sarah Cortez

"I feel like I am treading water."

Age: 27
Work: Secretary
Family: Married, no children.
Location: Seattle, Wa.

Personality

Introvert — Extrovert

Analytical — Creative

Conservative — Liberal

Passive — Active

Overwhelmed | Hard working | Goal oriented | Loving

Uses

- Listen to guided meditation.
- Fill out and save DBT and CBT worksheets.
- Watch calming animations and videos.
- Be directed to a clinic in case of a crisis.

Frustrations

- Does not like searching through multiple websites.
- Wants to have the tools she needs to cope with her at all times.
- Frequently forgetting to monitor her anxiety levels.
- Cannot carry her DBT and CBT worksheets with her at all times.

Bio

Sarah is currently undergoing treatment for anxiety and depression. She is also working full time and going to school online for accounting. She has a very busy schedule and has a hard time managing her anxiety while trying to stay productive. Her therapists recommends that she uses guided meditation, breathing exercises, and mindfulness modules when she is feeling overwhelmed. Sarah can now use WiseMind.com as a collection of all of these tools. Before using WiseMind.com she would have to look up many different websites to find these tools.

Motivations

Incentive

Fear

Achievement

Growth

Power

Social

Goals

- Become better at managing her anxiety and panic attacks.
- Finish school.
- Get a promotion.
- Complete treatment.