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| Jessica Roma |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | Shy |  | Hard working |  | Dependable |  |  | | --- | | Busy |  |  | | --- | | "I can sleep after we release the software." |  |  | | --- | | 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  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  Age: 30Believes that she does not have time to get the help she Work: Software Developer needs.  Family: SingleBetween work and school, does not have the time to unwind  Location: Redmond, Wa.and regroup. Goals  Worried that treatment will not help her.Meet important deadlines at work. PersonalityDoes not know where to start to get help for her anxiety.Do well in school.  Take a vacation.  Introvert Extrovert Try to manage anxiety without starting treatment.  Analytical  Creative  Conservative  Liberal  Passive  Active |

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| Adam Rollins |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | Social |  | Hard working |  | Dependable |  |  | | --- | | Caring |   Motivations  Incentive  Fear  Achievement  Growth  Power  Social  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.   |  | | --- | | "Are you feeling in control of your mind today?" |   Frustrations  Dislikes printing dozens of worksheets every session. He  thinks that it takes up too much of his time and feels that it is Goals bad for the enviroment.  Successfully teach him patients DBT and CBT.  Age: 44Frustrated with patients forgetting to do DBT and CBT exercises  Work: Therapistsand worksheets.Have more time to spend with his children.  Family: Married, 2 children.Worried that DBT and CBT tools are hard for patients to findTake a vacation.  Location: Kent, Wa.online.Continue to successfully manage his own  anxiety. Worried that someone in crisis will not know what clinics accept  Personality walk-in counseling.   |  |  |  | | --- | --- | --- | | Introvert  Extrovert  Analytical  Creative  Conservative  Liberal  Passive  Active | |  | | --- | | 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. | | |

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| Sarah Cortez |
| |  |  |  | | --- | --- | --- | | Overwhelmed |  | Hard working |  |  |  |  | | --- | --- | --- | | Goal oriented |  | Loving |  |  | | --- | | "I feel like I am treading water." |   Motivations  Incentive  Fear  Achievement  Growth  Power  Social  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  Age: 27  Work: SecretaryDoes not like searching through multiple websites.  Family: Married, no children.Wants to have the tools she needs to cope with her at all times. Location: Seattle, Wa.Frequently forgetting to monitor her anxiety levels.  Goals   |  | | --- | | 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. |   Cannot carry her DBT and CBT worksheets with her at all Personality times.Become better at managing her anxiety andpanic attacks.  Analytical  Creative  Conservative  Liberal  Passive  Active  Introvert ExtrovertFinish school.  Get a promotion.  Complete treatment. |