

creative      lover of bread and tacos  
pro multitasker      single      future dog mom

Eva just moved to Chicago after leaving her hometown, Baltimore. She's been exploring her new city; finding local coffeeshops, starting to go on dates and checking out the food scene. She's hoping to meet more freelancers at the coworking space she signed up for downtown.

### **Motivations**

Eva had a great therapist in Baltimore, but now needs to start her search for a new therapist in Chicago. She doesn't have a ton of time to spend searching since her client schedule already hectic. She's already on her laptop all day for work... it would be great to not have to open 20 more tabs for this!

### **Goals**

- » Find a new therapist in Chicago
- » Check out the therapist's background and how they conduct their sessions
- » Do this all on her laptop while not taking away too much time from working

### **Frustrations**

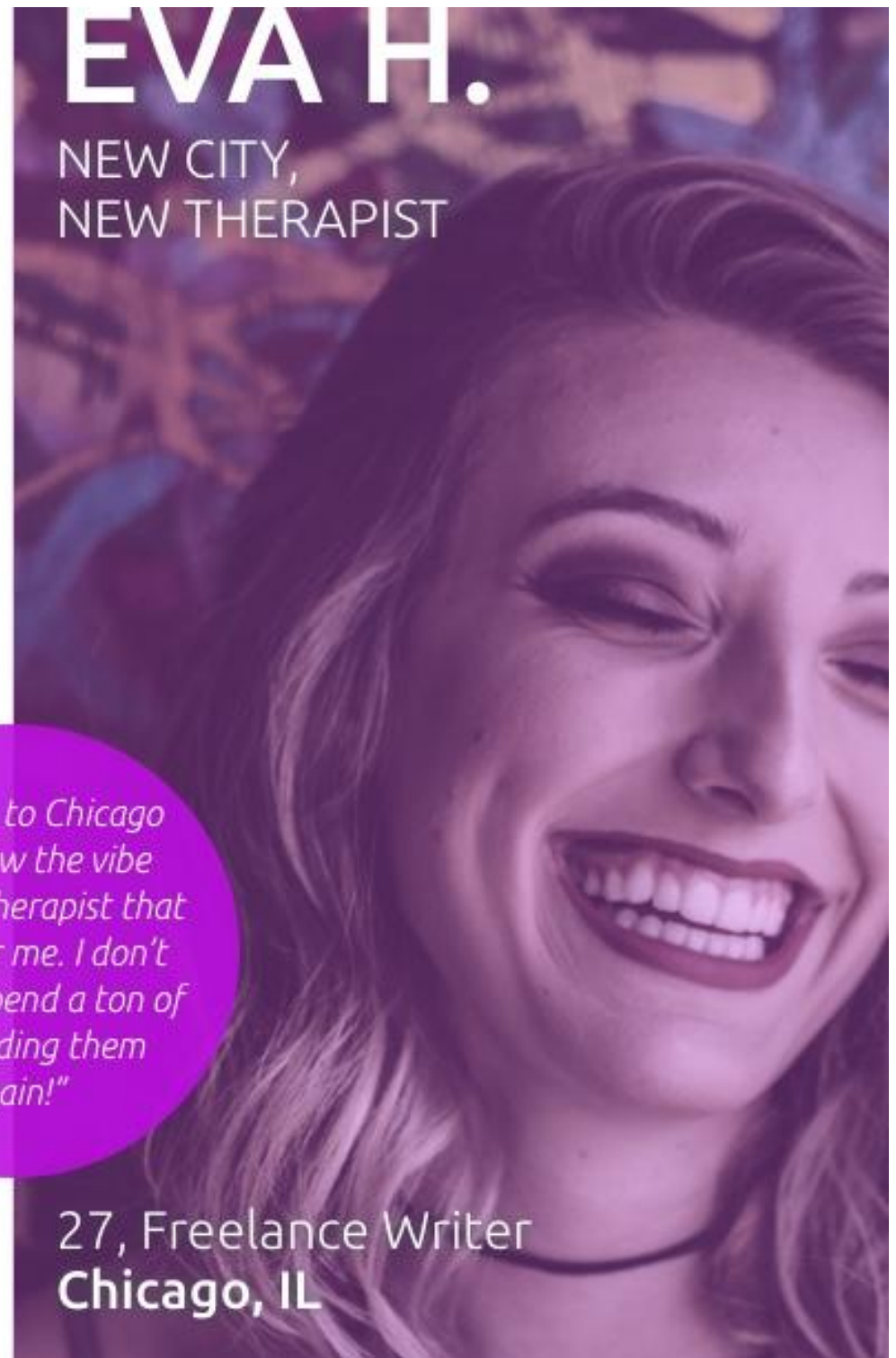
- » Process took way too long last time
- » Got lost in different websites, Google searches, emails... it should all be in one place

# EVA H.

NEW CITY,  
NEW THERAPIST

*"I'm new to Chicago and know the vibe from my therapist that works for me. I don't want to spend a ton of type finding them again!"*

27, Freelance Writer  
Chicago, IL



athletic      Miami fan - Go Canes!  
husband and dad      LGBTQ+      pancake master

Marcus grew up in Florida and is a dedicated Miami alum and fan. He doesn't miss a game! He and his husband recently adopted a two year old boy, and it's been a whirlwind. His weekends are now spent on Daddy dates, fighting imaginary dragons, and squeezing in a run if there's time.

### **Motivations**

Marcus hasn't seen a therapist before, but with their recent life changes, he thinks it's time. After seeing how frustrating the process was for his husband, Marcus doesn't want to same trouble finding out about insurance information or getting in touch with a therapist. Reading reviews from other patients will help put his mind at ease, but the only time he can look is on his phone while going to work.

### **Goals**

- » Get clear and concise guidelines for starting the process
- » Book first appointment with a therapist
- » Consult patient reviews on his phone

### **Frustrations**

- » No idea where to begin!
- » Lots of questions, is there some where that can help answer them?

# MARCUS D.

BIG DECISION,  
NOW WHAT?

*"After a few years of hesitation, I've decided to look for a therapist for the first time. Now... where to start?"*

34, Software Engineer  
Tampa, FL



feminist and fierce friend  
social media guru

weekend adventurer  
all things Stranger Things

Alison's seen her share of crappy apartments, Chinese takeout boxes, and time spent searching for gold in thrift stores, but her recent promotion finally means extra funds for mimosas with her close group of friends. They spend hours catching up every Sunday now. Don't worry, she's still posting her #thriftgold finds.

### Motivations

Alison took her time finding the right therapist, and saw the good, the bad, and the... what just happened?! Now she wants to help others through their process. She knows it's overwhelming, but having the right resources available makes a huge impact. Even if she can help one person find their right therapist, she'll be psyched.

### Goals

- » Leave meaningful reviews for therapists, including her current therapist
- » Start conversations with other patients
- » Answer questions about her experience

### Frustrations

- » Star ratings - therapists aren't restaurants!
- » Information about mental health can be confusing and there aren't enough conversations happening between patients

# ALISON G.

SPREAD THE LOVE,  
SPREAD AWARENESS

*"I finally found a therapist that works for me. I want to help others go through the same process... we need each other!"*

30, Marketing Executive  
New York, NY