

# Working Adult Facing Alcohol and Gambling Stress

*“I just want to relax after work, but lately it feels like alcohol and gambling are running my life.”*



Responsible

Avoidant

Stressed

Pragmatic

**Name:** Mia/Michael

**Age and gender:** 28, female/male

**Education and Job:** Finished elementary school; works in a physically demanding, low-paid job

**Family:** Married, often with children; wants to “provide” but feels financial pressure

**Location:** Lives in a modest flat in a smaller town or suburb

**Character:** Hard-working and loyal, but easily overwhelmed by stress; tends to push feelings aside and “keep going”

## Bio:

Mia/Michael works hard, often in shifts, and comes home exhausted. Alcohol and occasional gambling have become a routine way to unwind and escape worries about money and responsibilities. At the same time, arguments with a partner and growing financial stress are starting to feel scary. This persona would never call themselves “an addict” and instinctively resists moralising messages, but a part of them is worried about losing control and hurting the people they care about.

## Goals:

- **Key drivers and priorities:**

- Keep the family financially afloat and avoid conflicts at home
- Have some form of “deserved fun” after work
- Quietly check whether alcohol and gambling might already be a problem



## Frustrations:

- Frequent money worries after nights of drinking or gambling
- Arguments with partner about spending and time away from home
- Feels ashamed and doesn’t like the word “addiction” – fears being judged

## Motivation

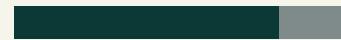
### Fun/Engagement



### Social influence



### Self-reflection



### Willingness to learn



### Behaviour change

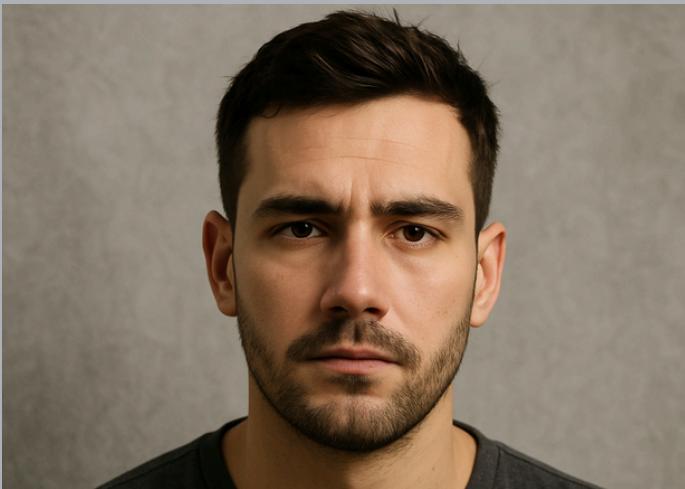


## How the game should address him/her

- Use a down-to-earth, non-judgmental tone that talks about money, family and responsibility
- Emphasise that asking for help is responsible, not weak

# Overwhelmed Young Adult Coping with Trauma and Drugs

*"I'm exhausted and numb most of the time... I just need something to switch my brain off."*



Sensitive

Anxious

Self-critical

Withdrawn



**Name:** Marko/Maria

**Age and gender:** 29, male/female

**Education and Job:** Finished high school; unstable or demanding job with irregular hours

**Family:** Often in a relationship or married, but relationships can be tense and emotionally draining

**Location:** Rents a small flat or shares accommodation in a city

**Character:** Deep, emotional, easily overwhelmed; struggles to trust others and often feels alone even when surrounded by people

## Bio:

Marko/Maria has a history of stressful or traumatic experiences and often feels emotionally overloaded and numb at the same time. Drugs are used as a way to sleep, calm down or escape intrusive thoughts, rather than to "have fun". Alcohol and gambling are less central, but the combination of high distress, low support and substance use creates a high-risk situation. This persona is suspicious of authority and easily feels blamed or judged, yet quietly wishes that someone could offer real, non-judgmental help.

## Goals:

- Key drivers and priorities:
  - Stop feeling constantly on edge or haunted by past experiences
  - Find ways to cope that don't make things even worse
  - Understand whether their current drug use is actually dangerous

## How the game should address him/her

- Use a warm, validating tone, explicitly avoiding blame or moralising
- Offer information about support networks and help-seeking without pressure

## Frustrations:

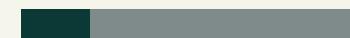
- Feels that nobody truly understands how bad the anxiety and memories are
- Uses substances to calm down, then feels guilty or ashamed
- Has tried self-help content but quickly loses hope or motivation

## Motivation

Fun/Engagement



Social influence



Self-reflection



Willingness to learn



Behaviour change



# High-Functioning Professional Curious About Risk

*"I'm fine, but I'm curious how things can quietly get out of control."*



## Bio:

Luka/Lea has a stable, satisfying life: good job, supportive partner and friends, and overall high well-being. Alcohol is mostly part of social life, and there may be occasional drug use at parties, but without clear negative consequences so far. This persona is not seeking treatment, but is curious and prevention-oriented. They are interested in understanding psychological mechanisms of addiction and in learning how to support others who might be struggling.

## Goals:

- Key drivers and priorities:
  - Maintain a good quality of life and mental health
  - Understand how "normal" social drinking and experimentation can become risky
  - Learn how to recognise warning signs in themselves and others

Curious

Ambitious

Reflective

Social

**Name:** Luka/Lea

**Age and gender:** Early 30s, male/female

**Education and Job:** Master's degree; works in a skilled or professional job with solid career prospects

**Family:** In a stable relationship/married; maintains close contact with family and friends

**Location:** Lives in a comfortable flat in an urban area

**Character:** Responsible, empathetic and sociable; likes to understand complex topics

How the game should address him/her

- Short, high-quality puzzles
- Clear psychoeducation linking each puzzle to real-life mechanisms (denial, peer pressure, stress, support)
- Emphasise how they can support friends

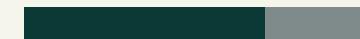


## Frustrations:

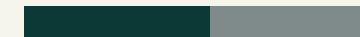
- Worries about friends who drink or party more heavily
- Feels unsure how to talk about alcohol or drugs without sounding judgmental
- Has limited time and dislikes long, unstructured content

## Motivation

Fun/Engagement



Social influence



Self-reflection



Willingness to learn

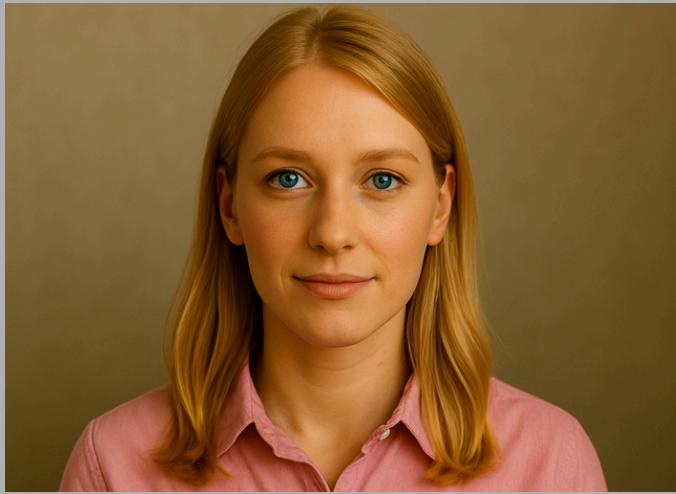


Behaviour change



# Low-Income, Digitally Engaged Young Adult

*"I don't drink much, I just spend way too much time online."*



## Bio:

Sara/Alex spends a lot of time online: social media, videos, chats, sometimes games. Substance use (alcohol, drugs, gambling) is relatively low, but the internet has become the main way to cope with boredom, loneliness and stress. Well-being is not terrible, but there is a sense of drifting and procrastination. This persona does not strongly identify with addiction problems, yet some patterns (late-night scrolling, lost time, irregular sleep) already affect their functioning.

## Goals:

- Key drivers and priorities:
  - Feel more in control of their time and daily routine
  - Avoid future problems with alcohol or other substances
  - Use games and digital tools in a way that is fun but not overwhelming

Friendly

Laid-back

Easily distracted

Sensitive

**Name:** Sara/Alex

**Age and gender:** Mid to late 20s, male/female

**Education and Job:** Finished middle school; works in low-paid or unstable jobs

**Family:** Often single; maintains contact with family and a few close friends

**Location:** Lives with parents, roommates, or in a small rented flat

**Character:** Easy-going and kind, avoids conflict; struggles with motivation, tends to escape into online worlds

## How the game should address him/her

- Use simple, intuitive interaction and visually clear puzzles
- Connect the story to online life, peer pressure and coping with boredom or stress
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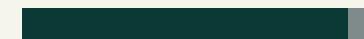


## Frustrations:

- Feels stuck in low-paid jobs and uncertain about the future
- Notices that screen time often replaces sleep or real-life activities
- Sometimes feels misunderstood or judged as "lazy"

## Motivation

Fun/Engagement



Social influence



Self-reflection



Willingness to learn



Behaviour change

