Annie Carter

PHASE Awareness Stage

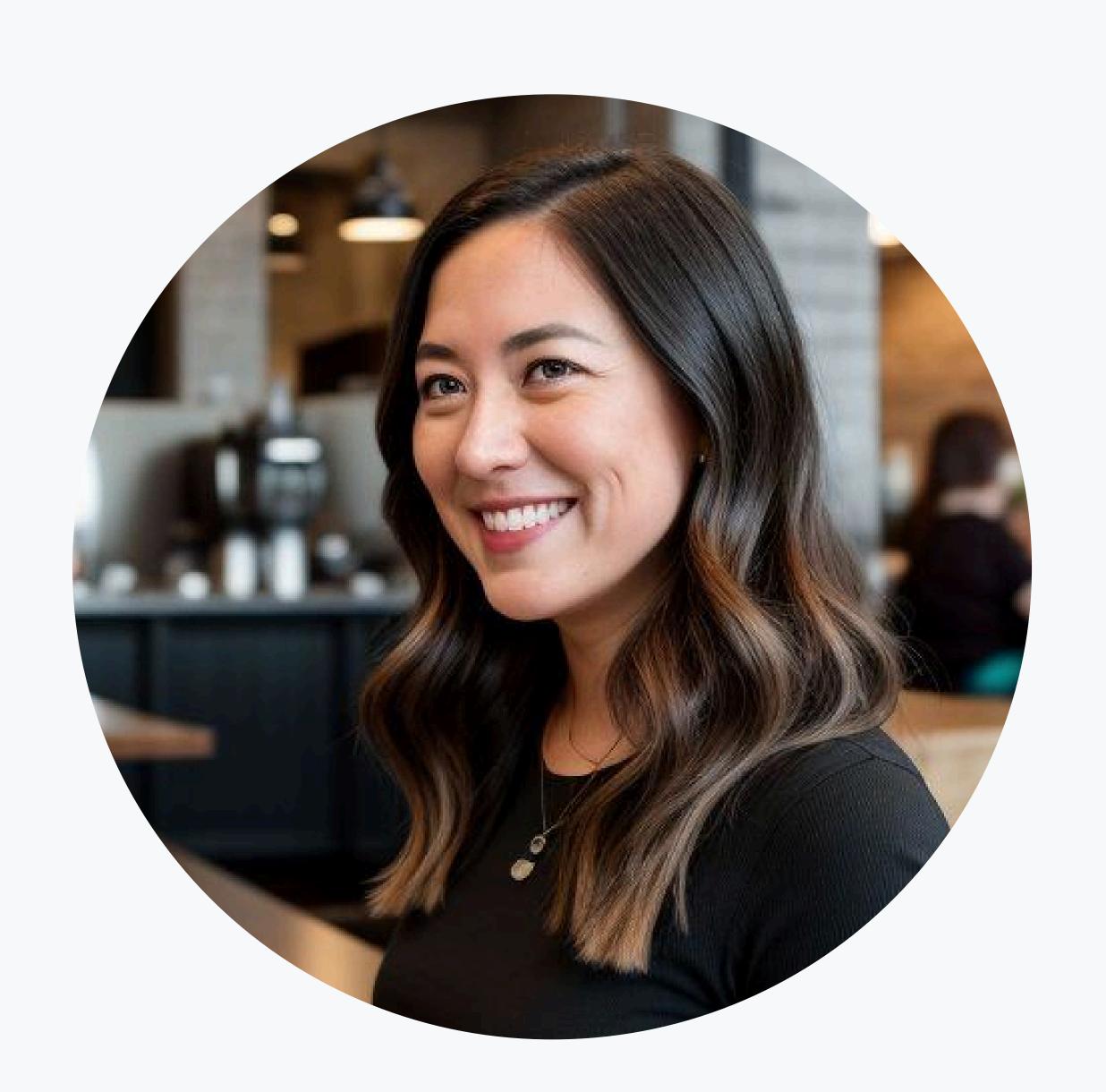
Onboarding Stage

Exploration Stage

Engagement Stage

Reflection Stage

Marketing Manager



USER ACTIONS -

User lands on the homepage and sees the calming design with the tagline "Your Mental Health Compa...

User clicks "Get Started" and goes through the onboarding process.

User lands on the dashboard and sees personalized recommendations (e.g., "Try this meditation for stress relief

User engages with various features:
Mood Tracker: Logs daily mood and
views progress over time.

User reflects on their progress

GOALS

Understand what the platform offers and decide whether to explore further.

Set up the app according to their needs and understand how their data will be used.

Explore the app's features and find tools that suit their needs.

Use the app to manage their mental health and connect with resources or support.

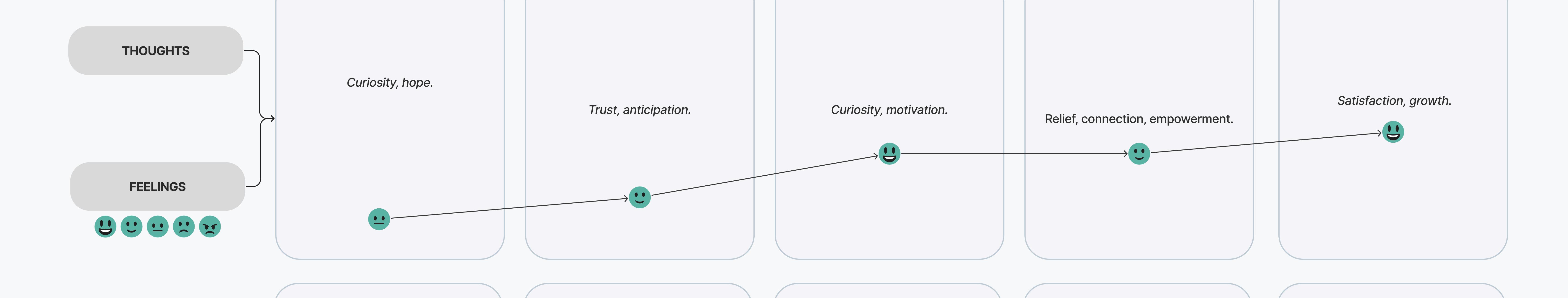
Gain insights into their mental health journey and feel supported by the community.

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Single

"I need a tool that helps me stay on top of my busy schedule without adding more stress. I want to feel in control of my time so I can focus on what really matters."

Scenario

A user, feeling stressed, downloads a mental health app, creates an account, explores available therapists, and books their first therapy session to receive support for their mental health. The goal is to provide the user with a smooth onboarding experience and an easy, guided path to scheduling a session.



Pain Points

May feel overwhelmed if the information is not clear or if the design is not calming.

May feel impatient if the onboarding process is too long or if the privacy policy is unclear.

May feel overwhelmed if the dashboard is cluttered or if recommendations are not relevant.

May feel frustrated if features are hard to use or if they don't find the support they need.

May feel discouraged if they don't see progress or if the community is not supportive.

OPPORTUNITIES

→ Highlight key features (e.g., therapy, self-help tools) and provide a clear "Get Started" button.

Keep the onboarding process short and engaging, with clear explanations of privacy practices.

Provide clear, personalized recommendations and easy navigation to key features.

Ensure all features are intuitive and provide clear guidance on how to use

Provide positive reinforcement and encourage community engagement.