**Participant Profile: Mental Health Support Seeker**

Age: 34

Occupation: Customer Service

Routine: 9–5 schedule, but emotionally drained after work. Balances work, caregiving responsibilities for a parent, and personal stress.

**1. Background & Motivation**

The participant reported high levels of stress related to both professional and personal responsibilities. Working in a high-pressure environment while caregiving has led to emotional exhaustion and occasional depressive episodes. They sought mental health support after noticing sleep disruptions, irritability, and a sense of disconnection from themselves and others.

**2. Experience with Mental Health Tools**

Previously Used Apps:

1. Woebot
2. Youper
3. Insight Timer

Likes:

1. Casual tone in chatbot conversations
2. Quick journaling tools
3. Audio resources for sleep and anxiety

Dislikes:

1. Lack of long-term progress tracking
2. Some bots felt “scripted” or repetitive
3. Notifications felt intrusive at times

Effectiveness:

The participant found the apps helpful in the moment, especially during anxiety spikes. However, they reported the tools felt too isolated and didn’t contribute to long-term emotional growth.

**3. Challenges & Needs**

Key Challenges:

1. Bottling up emotions due to time constraints
2. Difficulty accessing real-time support during breakdowns
3. Feeling like most apps aren’t designed for people with long-term stress

Desired Support:

1. On-demand human support
2. Tools to help process emotions after work
3. Reminders or prompts that don’t feel like obligations

Expectations Not Met by Existing Apps:

1. Tools felt too generic or one-size-fits-all
2. Lacked flexibility for people with structured but emotionally demanding routines

**4. Preferences**

Privacy & Anonymity:

1. Very important—especially due to stigma in workplace and family

Preferred Support Type:

1. Human therapist preferred, but open to AI for daily emotional check-ins

Preferred Content:

1. Guided reflections or after-work decompression
2. Breathing exercises, affirmations, mood logging
3. Occasional live group sessions for connection

**5. Feature Prioritization & Usage Frequency**

Most Useful Features:

1. Crisis Support (for acute stress moments)
2. Mood Tracker (to spot burnout patterns)
3. Journaling with emotional prompts

Expected Usage Frequency:

1. Daily check-ins (even if brief)
2. Deeper engagement once or twice a week

**6. Design & Emotional Impact**

Desired App Feel:

1. Calm, familiar, emotionally warm
2. Shouldn’t feel like a productivity app or a task to complete

Preferred Aesthetics:

1. Earth tones or dusk-inspired themes
2. Avoid bright whites or overly minimal UIs

Auditory Preferences:

1. Deep, slow instrumental music or silence
2. Sounds of crackling fire or nature in the background

**7. Ideal App Vision**

The ideal app would:

1. Understand and adapt to the user’s energy level
2. Offer different modes (e.g., “After Work,” “Morning Prep,” “Low Energy”)
3. Blend therapy tools, journaling, and check-ins without pressure
4. Encourage long-term mental health reflection, not just symptom relief
5. Feel like a space to exhale after a long day

**Participant Profile: Freelancer Seeking Productivity Support**

Age: 27  
Occupation: Freelance Web Developer  
Routine: Flexible but struggles with time management due to client demands, skill-building, and personal projects.

**1. Background & Motivation**

The participant enjoys the freedom of freelancing but often struggles with balancing multiple projects and deadlines. They experience burnout due to inconsistent schedules, scope creep from clients, and difficulty maintaining focus. They sought productivity support after noticing procrastination, decreased motivation, and difficulty tracking progress.

**2. Experience with Productivity Tools**

Previously Used Apps:

1. Trello
2. Notion
3. Pomodoro Timers

Likes:

1. Visual organization tools (kanban boards, task lists)
2. Automated reminders for deadlines
3. Minimalistic, distraction-free UI

Dislikes:

1. Overcomplicated customization features
2. Lack of realistic time estimates for tasks
3. Task notifications that create pressure rather than motivation

Effectiveness:  
The participant found short-term benefits in tracking tasks but struggled with long-term consistency, leading to unfinished projects and poor time management.

**3. Challenges & Needs**

Key Challenges:

1. Frequent task-switching leading to lost focus
2. Struggling to set boundaries with demanding clients
3. Lack of structured work hours affecting mental clarity

Desired Support:

1. Time-blocking strategies that adjust dynamically
2. Gentle productivity nudges instead of guilt-driven reminders
3. AI-powered insights on workload trends and burnout prevention

Expectations Not Met by Existing Tools:

1. Most tools focus on tasks, not mental well-being alongside productivity
2. No tailored insights for freelancers managing self-directed schedules
3. Rigid structures that don’t account for creativity-driven work

**4. Preferences**

Privacy & Anonymity:

1. Somewhat important—prefers secure data but doesn’t mind sharing productivity metrics

Preferred Support Type:

1. AI-powered assistant for personalized work patterns
2. Weekly check-ins rather than daily task pressures

Preferred Content:

1. Focus modes with ambient sounds or deep-work guidance
2. Encouraging, progress-based insights over strict deadlines
3. A blend of technical productivity tools with mental wellness prompts

**5. Feature Prioritization & Usage Frequency**

Most Useful Features:

1. Task prioritization based on workload patterns
2. Deep-work session timer that minimizes distractions
3. AI-generated focus insights tailored to personal work habits

Expected Usage Frequency:

1. Structured planning 2–3 times a week
2. On-demand guidance during work sessions

**6. Design & Emotional Impact**

Desired App Feel:

1. Relaxed but motivating—shouldn’t create pressure
2. Should feel like a guide, not a strict workflow tool

Preferred Aesthetics:

1. Soft gradients, modern UI, and customizable themes
2. Avoid overly corporate or sterile designs

Auditory Preferences:

1. Light instrumental background music for focus
2. Custom soundscapes based on mood

**7. Ideal App Vision**

The ideal app would:

1. Adapt to the user's focus level (high-energy vs. burnout periods)
2. Offer flexible planning modes instead of rigid task structures
3. Support freelancers managing multiple clients
4. Blend task tracking, mental clarity prompts, and personalized insights
5. Help maintain long-term productivity without stress

**Participant Profile: Productivity & Focus Support Seeker**

Age: 30  
Occupation: Software Engineer  
Routine: Standard work hours but struggles with procrastination and focus due to distractions.

**1. Background & Motivation**

The participant works in a high-demand industry requiring deep focus and efficiency. While they enjoy problem-solving, they often struggle with procrastination, task-switching, and maintaining momentum. Their motivation for seeking support came from missed deadlines, lack of structured routines, and difficulty staying engaged with tasks.

**2. Experience with Productivity Tools**

Previously Used Apps:

* Todoist
* Notion
* Forest

Likes:

* Task management with deadlines
* Visual progress tracking
* Pomodoro technique for focus

Dislikes:

* Overcomplicated features that require setup
* Lack of contextual insights based on work patterns
* Strict structures that feel rigid

Effectiveness:  
The participant finds these apps helpful for short-term task organization but struggles with sustaining deep work focus. They feel current solutions focus too much on task management and not enough on psychological motivation.

**3. Challenges & Needs**

Key Challenges:

* Easily distracted, leading to lost productivity
* Overwhelmed by complex projects, making it hard to start
* Struggles with long-term accountability

Desired Support:

* Adaptive focus tools that adjust to workload intensity
* A system that encourages consistent deep work
* Psychological nudges to reduce procrastination guilt

Expectations Not Met by Existing Apps:

* Most tools emphasize task lists rather than habit-building
* Strict timers don’t allow flexibility based on energy levels
* Lack of personalized tracking for focus improvement

**4. Preferences**

Privacy & Anonymity:  
Moderately important—prefers secure personal insights but is open to general productivity analytics.

Preferred Support Type:

* AI-powered focus assistant to analyze patterns
* Gamified habit tracker with rewards

Preferred Content:

* Deep work sessions with guidance
* Focus music or soundscapes
* Habit coaching to build structured routines

**5. Feature Prioritization & Usage Frequency**

Most Useful Features:

* Distraction reduction tools
* Time-blocking planner
* AI-driven focus insights

Expected Usage Frequency:

* Daily for focus tracking
* Weekly for long-term adjustments

**6. Design & Emotional Impact**

Desired App Feel:

* Motivating but not rigid
* Should feel like a productivity partner, not a strict scheduler

Preferred Aesthetics:

* Dark mode & calming visual elements
* Avoid cluttered dashboards

Auditory Preferences:

* Lo-fi beats or ambient sounds for deep focus
* Silence options for absolute concentration

**7. Ideal App Vision**

The ideal app would:

* Adapt to work styles and energy levels
* Provide task and mental engagement insights
* Encourage habit-building over rigid planning
* Make productivity feel effortless rather than forced
* Create a positive focus environment without pressure

**Participant Profile: Mental Health Support Seeker**

Age: 21  
Occupation: Computer Science Student  
Routine: Wakes up, performs ablution and prayer, has breakfast, then checks daily tasks.

**1. Background & Motivation**

The participant feels unable to manage their own life, expressing a need for external guidance in understanding emotions, events, and coping strategies. They seek support that provides reasoning behind emotions and structured guidance on handling challenges.

**2. Experience with Mental Health Tools**

Previously Used Apps/Websites:

* None—no prior experience with mental health apps.

Most Helpful Features:

* Guidance on how to handle emotional challenges and trauma.
* Live sessions for real-time interaction.
* Personalized advice rather than generalized tips.

Effectiveness:  
Since the participant has not used mental health apps, they are unsure of their potential impact but express skepticism about automated responses being effective in providing support.

**3. Challenges & Needs**

Key Challenges:

* Struggles with emotional management without structured external guidance.
* Finds it difficult to identify and understand personal emotions.
* Skeptical of tools that might feel impersonal or generic.

Desired Support:

* Human interaction rather than AI-only solutions.
* Therapy booking and crisis support for real-time assistance.
* Emotional processing tools that explain why they feel certain emotions.

Expectations Not Met by Existing Tools:

* Skepticism around accuracy of self-help tools.
* Concern that pre-set responses might feel dismissive rather than insightful.

**4. Preferences**

Privacy & Anonymity:

* Extremely important—would not engage with platforms that compromise confidentiality.

Preferred Support Type:

* Human interaction preferred over automated responses.
* Live therapy sessions are the most valuable feature.

Preferred Content:

* Structured emotional explanations and coping guides.
* Deep, conversational discussions over simplistic chatbot responses.
* Tools for understanding self-awareness and emotional regulation.

**5. Feature Prioritization & Usage Frequency**

Most Useful Features:

* Therapy booking & crisis support for direct access to professionals.
* Emotion processing tools that explain psychological patterns.
* Interactive support rather than generic self-help modules.

Expected Usage Frequency:

* Would engage with therapy sessions as needed, rather than daily usage.
* Unlikely to use habit-based mental health apps unless directly beneficial.

**6. Design & Emotional Impact**

Desired App Feel:

* Professional and structured, avoiding gimmicky graphics or animations.
* Should feel like a trusted guidance platform, not overly casual.

Preferred Aesthetics:

* Calm, neutral colors to reduce distraction.
* Avoid bright, flashy visuals or overly playful UI elements.

Auditory Preferences:

* Prefers quiet, calming audio rather than high-energy sounds.
* Would likely mute app sounds to focus on reading or interaction.

**7. Ideal App Vision**

The participant envisions an app that:

* Provides human-led guidance, avoiding fully AI-driven responses.
* Has clear, structured emotional explanations rather than vague affirmations.
* Offers therapy booking and crisis support as core features.
* Prioritizes privacy and user control, allowing engagement only when necessary.
* Feels professional and focused, avoiding an overcomplicated or intrusive interface.