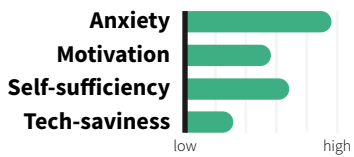




Sara Dawe
Full Time Undergrad Student



Sara Dawe has suffered from body-focused repetitive behavior for years but has only recently discovered the diagnosable condition as a friend of her's, Jennifer, was recently diagnosed. The friend confided in Sara about the condition as the friend had seen some signals with Sara's behavior. Sara is a full time undergrad student with a ton of daily stress. She has been hiding her hair pulling by constantly wearing hats and decides to speak with her doctor about the condition. She is embarrassed of her appearance but knows she won't be able to stop this alone and reaches out to her friends and professionals.



| Stages | Stage 1 - Awareness | Stage 2 -Purchase | Stage 3 -Setup | Stage 4 -Usage & Future Case |
|---------------------------|--|--|--|---|
| Doing | <div><p>Sara is diagnosed. Doctor identifies tools and strategies useful to help combat BFRBs.</p><p>Sara searches for information on BFRBs coping mechanisms.</p><p>Sara joins an online community. Member tells Sara about their Keen and how it helped them.</p><p>Sara goes to HabitAware's website. Reads about Keen and how it has helped others.</p><p>Sara researches the difference between Keen and market competitors. Identifying pros and cons of different applications and wearables.</p><p>Sara's other BFRB techniques are not working. She decides to purchase a Keen due to the communities reviews.</p><p>Sara's Keen arrives. She opens the box and puts it on.</p><p>Sara receives confirmation that her Keen will be arriving soon. She is provided a tracking number.</p><p>Sara sees that she needs to download the Keen app for her device. She navigates to the App store to download.</p><p>Sara follows the Keen app walkthrough on how to train the device to recognize her BFRB motions.</p><p>Sara follows the instructions for tracking with her device. She pushes the button on her band and resyncs by connecting to the device again.</p></div> | <div><p>Dashboard, Journal, and Recap Feature addition</p><p>Sara uses the new Journal feature to write down her sucessful strategy for dealing with a high stress situation. Providing herself an insight into what helped her get through.</p><p>Sara looks back at her trends over the previous month using the new Recap feature and starts to identify high stress patterns.</p><p>The work is nearly completed, but Sara knows she will have time before her meeting tomorrow. She heads home to rest and relax.</p><p>Sara realizes she is pulling and corrects the behavior. The new Dashboard feature helps her identify her successes and areas for improvement</p><p>Sara is late at work trying to complete a major project before the following morning. Keen buzzes, warning her that she is engaging in her BFRBs.</p><p>Sara finds out one of her friends suffers from pulling as well and tells her about Keen.</p></div> | | |
| Feeling/ Thinking | <div><p>Trying to identify how she will need to deal with her BFRBs stresses Sara out.</p><p>Finding a new solution built specifically for Sara's needs improves her mood.</p><p>The high entry-point of wearables makes Sara second guess the technology as a solution thats right for her.</p><p>She's excited by the opportunity but worries about the price.</p><p>Sara wants to get started with her Keen and excitedly tracks her shipments status.</p><p>Sara is extremely excited about the newst tool in her toolbox for dealing with BFRBs.</p><p>Sara is elated when she trains the watch and then repeats the behavior, receiving her first haptic feedback.</p><p>Sara finds the app easily enough but gets frustrated that she can't sign in with her facebook or google account.</p><p>Sara is frustrated by the functionality of refreshing her tracked pushes.</p></div> | <div><p>Sara feels more in control than she has before. She actively changes her behavior and mindset on her BFRB.</p><p>Sara is embarrassed that she has been caught engagin in her BFRB but is happy she's aware.</p><p>Sara has created a successful cycle of self-reflection and awareness that instills her with confidence.</p><p>Sara feels like a superhero. While she still engages in her BFRBs she feels way more in control. She also notices a big improvement in her physical apperance.</p><p>Sara's mood improves even more as she assists friends, community members, and herself reach a better future.</p></div> | | |
| Improvement Opportunities | <div><ul style="list-style-type: none">Marketing campaigns/Social Awareness campaigns.Website visitor drip campaign sign-up.Doctor and Mental Health Professional visibility for Keen and HabitAware's mission statement.</div> | <div><ul style="list-style-type: none">Comparison Chart on website that outlines the benefits of a wearable.Subscription price opportunity that has lower entry-point.</div> | <div><ul style="list-style-type: none">Enhanced welcome booklet included within the package.Enhanced personalization upon sign-up that allows for specific data tracking.</div> | <div><ul style="list-style-type: none">Pattern recognition for User's repeated behaviors.Behavior visual feedback enhancement identifying past tracking.High frequency repeated behavior warning.Self-assessment Journaling to give qualitative data that can be reviewed in the future.</div> |