

Persona: Alex Duvall

Name: Alex Duvall

Age: 24

Residence: Brussels, Belgium

Education: Bachelor's in Computer Science

Occupation: Network Engineer

Marital Status: Single

Quote:

"I track everything else in my life why not my thoughts, too?"

Summary of Behaviors & Daily Life:

Alex works full-time as a network engineer, spending most of his day managing complex infrastructure and solving technical problems. Outside of work, he enjoys quiet evenings gaming, browsing tech forums, and occasionally writing to clear his mind. He values routine and control but struggles with maintaining personal habits like journaling or reflecting. His weeks are structured, but mentally draining.

Comfort with Technology:

- Internet: Expert daily use for work and personal interests
- Software: Advanced comfortable with both technical and productivity tools
- Mobile Apps: Functional user prefers efficiency over entertainment
- Social Network: Minimal sticks to professional and niche communities (Discord, LinkedIn)

Needs:

- Time to decompress after mentally demanding days
- Mental clarity and a way to offload thoughts
- A structured daily or weekly routine
- Encouragement to maintain healthy habits (e.g., journaling, exercising, sleeping on time)

Wants:

- Moments of peace or quiet during busy days

- Tools or hobbies that bring a sense of progress or growth
- A better balance between work and personal goals
- Ways to look back on past experiences and reflect on changes

Criteria for Success:

- Sticking to routines for more than a few weeks
- Feeling less mentally cluttered and more in control
- Creating a sense of consistency in his personal life
- Making time for non-work goals without feeling guilty or overwhelmed

Values:

- Simplicity
- Self-improvement
- Efficiency
- Privacy
- Thoughtfulness

Fears:

- Losing motivation and falling into burnout
- Feeling like his time is being wasted
- Letting personal goals fall behind due to work
- Being misunderstood or unheard