

# Persona: Tasha Alvarez

Name: Tasha Alvarez

Age: 19

Residence: Columbia, SC

Education: Undergraduate student, majoring in Psychology

Occupation: Full-time college student

Marital Status: Single

Quote:

"My brain is loud. Journaling helps me untangle the mess."

Summary of Behaviors & Daily Life:

Tasha is a first-year college student juggling classes, a part-time job at a campus caf, and a growing social life. She often feels overwhelmed by her schedule and emotions. Shes expressive, thoughtful, and wants to better understand herself, but doesnt always know where to start. Journaling is something her therapist recommended, and shes trying to stick with it.

Comfort with Technology:

- Internet: Constant use (for school, social media, and self-care research)
- Software: Familiar with standard apps (Google Docs, Zoom, Canva)
- Mobile Apps: Uses daily (Spotify, Notion, Instagram, TikTok)
- Social Network: Active and expressive, especially on Instagram and Snapchat

Needs:

- A calm place to express feelings without pressure
- Prompts to help her start writing when her thoughts feel chaotic
- Reminders to pause and reflect during the day
- Something private and non-clinical that still helps with anxiety

Wants:

- Mood tracking to recognize emotional patterns
- Colorful or creative features that feel inviting

- Ways to include photos or music that reflect her mood
- Gentle motivation or affirmations after writing

#### Criteria for Success:

- Feeling emotionally lighter or clearer after writing
- Having a safe space to process emotions without judgment
- Creating a habit that doesn't feel like a chore
- Being able to revisit entries during rough patches to track growth

#### Values:

- Self-expression
- Emotional awareness
- Aesthetic and vibe
- Encouragement over perfection

#### Fears:

- Getting stuck in her head without a healthy outlet
- Losing track of how far she's come
- Feeling like she has to get it right when journaling
- Being judged even by herself