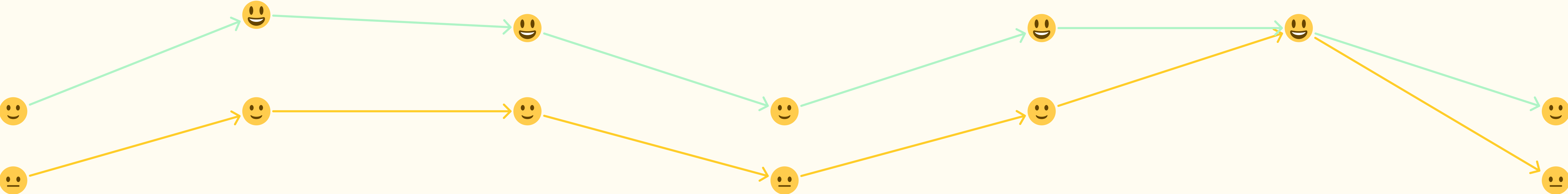


Persona: Brad

Scenario: regular day in Brad's life

ACTION	Mornings at home	Household	Lunch with friends	Walk in the park	Dinner	TV time	Bed time
TASK LIST	A. Small breakfast B. Reading news C. Check in with friends D. Schedule lunch	A. Take care of garden B. Get household tasks done C. Shower D. Get ready to meet friends	A. Get into town by public transport B. Meet friends at lunch place C. Order lunch and eat D. Chat with friends	A. Go for a walk in the park B. Sit at a park bench to relax a bit C. Stop for shopping D. Take the metro home	A. Start dinner preparation B. Listen to radio / podcast C. Enjoy dinner & glass of wine D. Clean up kitchen	A. Call in with his family or friends B. Watching a movie & enjoy a cup of tea or do some artwork, puzzle	A. Get ready for bed & set alarm B. Review the day and make mental note for next day C. Trying to disconnect and rest
FEELING ADJECTIVE	Woozy, sleepy, sluggish	calm, relaxed, satisfied sensible, vulnerable, excited	stressed, overwhelmed, strained happy, comfortable	whirlwind of feelings little exhausted unsteady, unbalanced	exhausted but happy anticipatory	motivated	contemplative, reflective revved up
IMPROVEMENT OPPORTUNITIES	breathwork to start day with clear head, focus on tasks for the day, get his energy up	meditate in the garden to boost overall well-being, prepare mentally to navigate around town and reading the lunch menu		do some breathwork for emotional balance and focus, meditate to relax eyes			establish a nightly exercise routine to get better sleep



User Scenario

SCENARIO	15min after his alarm rings, Brad gets a notification from his app asking him how he feels today. the app suggests a breathwork exercise to brighten his start in the day. While Brad waits for his coffee to brew he takes 5-10min to do his breathing exercise.	After getting all his chores for the morning done, Brad has half an hour to spare until he need to go meet his friends. To help with his growing anxiety and stress level about the hassle in town, he uses meditation for resilience and focus	Some days Brad takes longer in the morning not leaving him with spare time to meditate. He can now do a quick session on his way to keep him in balance	After straining his eyes to read the menu and watch out on the way he relaxes his mind on a stroll through the park. when taking a break on the park bench he can use some additional breathwork to speed up recovering and getting balanced.	On a bad weather day Brad could choose to skip the park and do his breathwork on his way back.	Brad keeps feeling positive and well but recognizes the toll on his eyes	To calm him down and set his mind to rest, Brad does his nightly 7min exercise to get a good nights sleep
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