

User Personas



Bio

Shovesh has been working as a Software designer in an IT Infrastructure company located in Bangalore. Just like every other employee initially he was excited to start working from the comfort of his home but as it was not long when started to realise the pressure he was under due to increase in work load and decrease in his productivity. Due to lack of physical activities, his lethargic behaviour was affecting his ability to focus and be productive. He is planning to start building healthier habits like doing meditation & exercise to improve his well-being.

Pain Points

- I often find it difficult to manage and track the progress of daily habit forming tasks
- Managing time between my office, personal life & family is tricky
- Do not have a clue on how to set realistic goals
- Needs a guided path for building healthier habits

Goals

- Wants to enjoy a healthier work life balance
- Wants to improve his physical & mental health
- Allocate time and resources to manage multiple activities and build a healthy habit



Bio

Gargi started her professional career during under the work from home regime, she was excited to be a part of a multinational company at an early age. Being a new joinee the work culture took a toll on her well being & lifestyle. She finds it difficult to manage time and has been procrastinating to pick up healthier habits

Pain Points

- Feels demotivated and lonely during office hours
- Keeps on forgetting the daily habit forming tasks
- Needs a daily reminder (dose of motivation) to push her towards achieving her goals
- Her old habits are costing her too much time (watching TV shows)
- Feels demotivated and lonely

Goals

- Wants to improve her well-being by following a routine
- Manage & keep track of her time
- Feel happier, healthier and motivated