Persona

Scenario

Goals

Mom, 53 yo

Mom is a single parent and is suffering from Empty Nest **Syndrome**

Use her circle to support her and a tracker to understand what her new goals are in her new phase in life

> Circle of friends sends a message

> > directly

AWARENESS

- 1. Mother feels a sudden emotion of sadness. She is a bit confused why she felt this way
- 2. She realized it after her kids left for college/moved out of the house
- 3. She discovers it's called Empty **Nest Syndrome**

DISCOVERY

- 4. She discovers an app that talks her through what she can do and track, when she starts feeling sudden sadness.
- 5. the app asks how she is feeling that day, what activity she is doing, and if she talked to somebody.

EXPLORE

- 6. The app also asks for her to add list of people she trusts. So she thought her friends or kids.
- 7. She finds that offline activities are also helpful.

ENGAGE

- 8. Weekly check ins by the bot
- 9. Features for kids to pre-record themselves and send as fun reminder.

App can help user also create future small achievable

goals

Mom feels a sudden onset of sadness

Mom uses the app to track how she is feeling that day, what activity she is doing, and if she talked to somebody.

Dicovers ENS

Therapy Tracker

She can toggle on activities that she wants to share.

> The post is broadcasted to small circle of friends.

Mom could not contact anyone because everyone is busy

Opportunities

Tie in goals with recommended therapy solutions to overcome ENS.

Tracking habits, feelings and thoughts is the first step to help user sort her ENS

Trust and privacy is important to the user so the space is open to only her circle of trust

The app becomes a space for both sides - the user and the friends who care about the user