

# DAN KIM

**AGE** 32

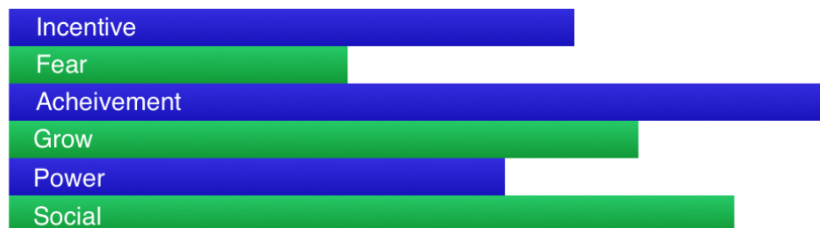
**OCCUPATION** Senior Portfolio Exec

**STATUS** Single

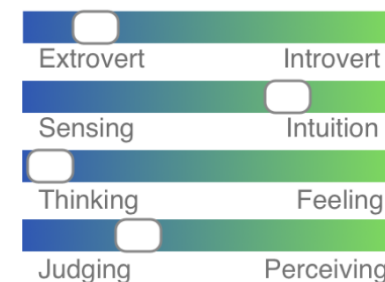
**LOCATION** Dallas, TX

**EDUCATION** Temple University

## MOTIVATIONS



## PERSONALITY

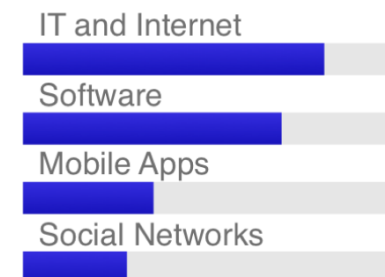


Dilligent Responsible Driven

## GOALS

- I want to be the best!
- To eventually have a family.
- To get to the point in life where I'm the one calling the shots.

## TECHNOLOGY



## FRUSTRATIONS

- When my personal stress affects my mood.
- When employees complain to me about their life.
- When I can't sleep cause im thinking about work.

## BIO

I love what I do for work! After a short period working for the man, I quickly climbed my way up the ladder and now I AM the man. Because of dedication to work, sometimes I can get a little stressful. I'm up long nights and sometimes have to take mental relaxation days. But you know how the saying goes... "you have to pay to play."

*"I love what I do for work but sometimes the stress gets to me and it becomes too much."*



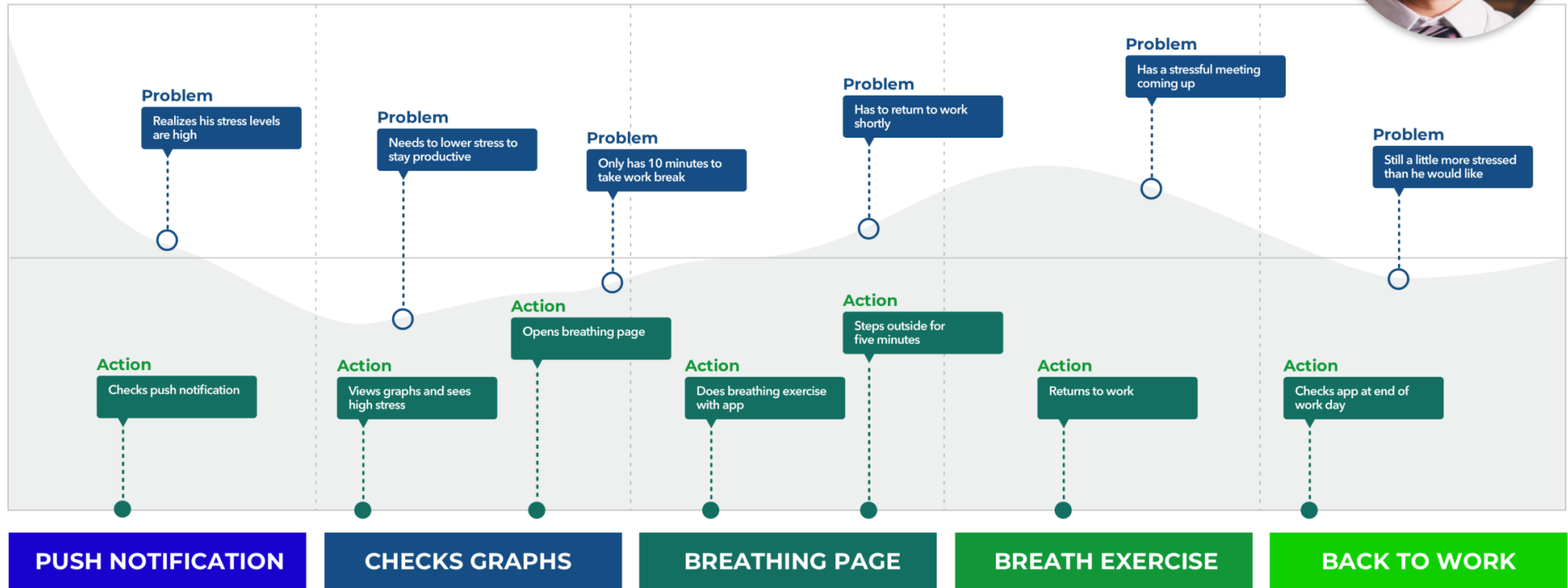
# DAN KIM



HAPPY



SAD



## A-HA! MOMENTS

- "If I take the time to check on my stress levels, I can hopefully calm myself down and be more productive."
- "This graph that I'm looking at is so insightful and really helps me get a grasp of how my stress affects my focus throughout the day!"
- "I love that this breathing page helps me visualize a healthy breathing pattern intended to calm me down and relieve my stress."
- "A simple breathing exercise does so much more to help me manage my stress than I ever thought possible."
- "If I listen to the app and take time to manage my stress when I need to, I am able to maintain a healthy and productive work day without letting my anxiety snowball!"

## OPPORTUNITIES

- Option to view graphs or go straight to guided meditation from push notification
- There will be a variety of graphs to view... possibility of a guided tutorial
- Think about having a real time display of how well you're following along with the breathing exercises
- Game-ify by adding success rate for how well the breathing exercise was followed
- Think about a way to add a voice report that can summarize your day...ex. it could be read in the car on your way home from work.
- Play or show a calming photo or short video before entering content of app
- Think about ways to connect the contents and information from the graphs to a larger community for reference



## Dan's Problem Statment

Dan wants to climb the corporate ladder, he needs a better way to track his stress at work and at home so that he can stay on top of his game as a leader and manager

## Dan's User Flow



## Dan's Solution Statment

With the use of the WAVE earbuds, Dan will be aware when his stress is too high and it becomes necessary for him to take a break with a meditation exercise of his choosing in the WAVE app.