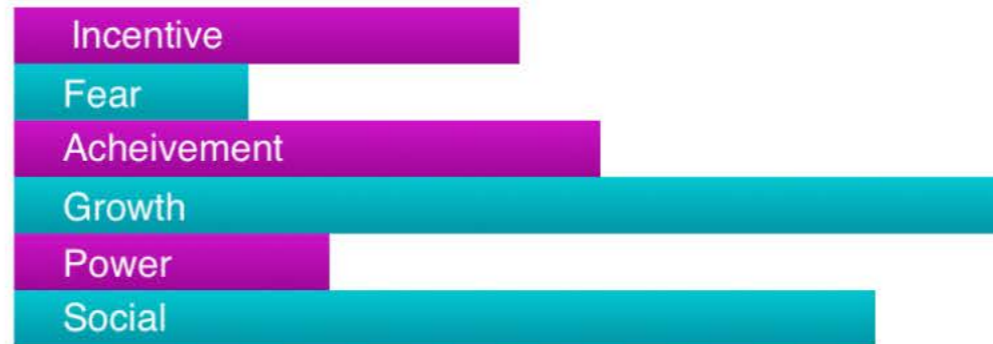


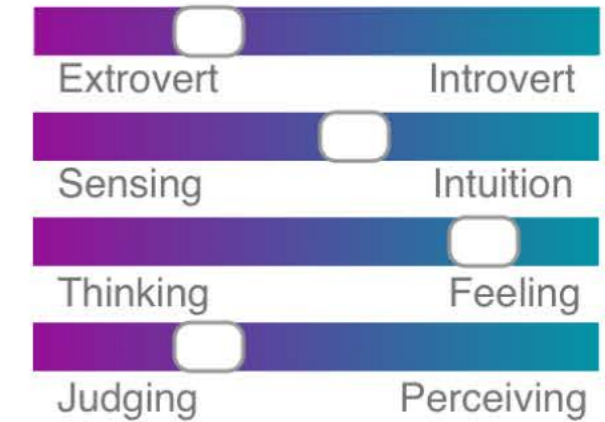
SARAH O'BRIEN

AGE 24
OCCUPATION Graphic Designer
STATUS Married
LOCATION Los Angeles, CA
EDUCATION UC San Diego

MOTIVATIONS



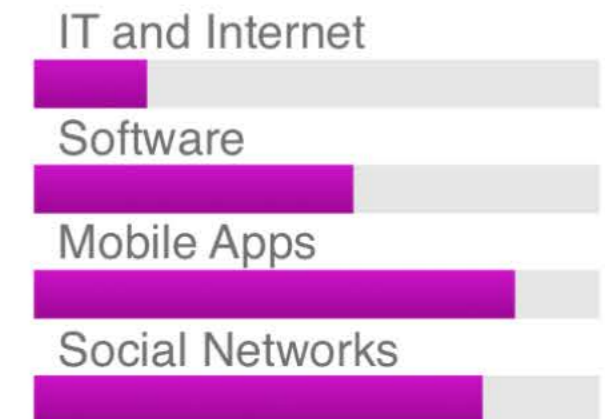
PERSONALITY



GOALS

- To be happy and create beautiful designs!
- To start a family with my husband.
- To stay healthy and mentally fit.

TECHNOLOGY



FRUSTRATIONS

- When work becomes less creative and more demanding.
- When my boss expects me to adhere to unrealistic timelines.
- When my husband and I aren't getting along and it affects my work.

BIO

I couldn't imagine a better life for myself. I have always wanted to be exactly where I am today and that feels awesome. I love being able to work in a creative field and express myself through my designs. Sometimes my boss is a little unrealistic and sometimes my husband gets under my skin, but that's life. I have always relied on meditation to bring me back to center.

Creative Mindful Dreamer



"I try to maintain a healthy work life balance. What's the use of working all the time if you're not having any fun!"



SARAH O'BRIEN



A-HA! MOMENTS

- "I love this app and it always helps me. I feel some stress coming on so I need to log in and find out what's going on."
- "If I'm able to pinpoint where my stress is coming from, I can make changes to avoid it in the future!"
- "I love that the weekly report lets me get a quick at a glance view of how my mental health is going throughout the week."
- "I'm obsessed with the brainwave feature and being able to see the signals my brain is sending in real time."
- "Because I love to be in charge of my mental health, I find it so useful that I can pick a brainwave signal and learn more about it right in the app. And if I want to, it can even direct me to further learning!"

OPPORTUNITIES

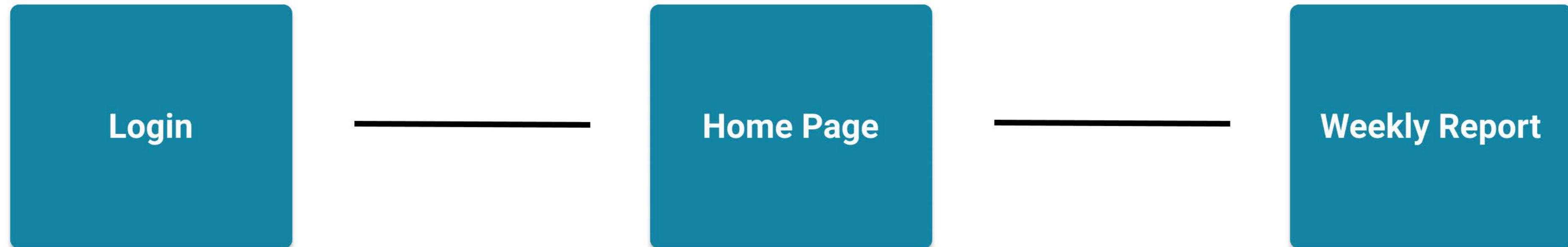
- Log into app with FaceID
- Make homepage customizable so people can chose different calming themes
- Make weekly report easy for anyone to understand, not too much jargon. Option to share weekly report right from the screen
- Consider the option to sync these reports with other health apps
- Consider having dynamic color screens here to grab users attention
- Have the option where if someone else has the app, they can "share screen" here
- Consider evolving app to have a wealth of knowledge here about different types of brainwaves and what they signal as far as health, focus, and stress. In the meantime, link to other articles and or informational material.



Sarah's Problem Statment

Sarah loves self care, and because of that, she would like a simple and intuitive way to track trends in her mental health and productivity so she can be her most creative self

Sarah's User Flow



Sarah's Solution Statment

By using the WAVE earbuds by EXG Sarah will be able to track her trends of stress and focus on methods to minimize those peaks of stress through the use of the brainwave tracking and meditation exercises