

## PERSONA ONE - SERIOUS USER

## PERSONA TWO - CASUAL USER

## UNIQUE CHARACTERISTICS

## Needs:

- A way to block distractions and not able to override it
- Wishes a way out of infinity scroll
- Segregate and filter out distractive content

## Frustrations:

- Feels attention span has reduced a lot.
- Guilty after spending hours on distractions
- After studying for 10 to 15 mins, user feels an urge to look into the phone

## PROFILE

Name: Ashwin  
Age: 25  
Work: Currently preparing for UPSC exam  
Location: Chennai



"No matter with how much motivation I start my preparation, I get distracted one way or the other."

## BIOGRAPHY

Ashwin is a ambitious person who is currently preparing for civil services exam. Since this exam is very difficult to crack he has taken a break year. He has joined an online coaching center and he is preparing from home. Despite his will to succeed, he is finding it difficult to prepare due to a lot of distractions like social media, movies etc. He feels that his laptop and phone has both the distractions and resources to study. He wishes for a way to use his laptop during study hours only to prepare for his exam.

## PROFILE

Name: Shubam  
Age: 27  
Work: Freelancer  
Location: Bangalore



"I feel like I am spending a lot of time on my phone. However, I don't regret if some time gets wasted in social media or any other website. I just move on."

## BIOGRAPHY

Shubam is a professional freelancer who is working in the field of website design & development. He has clients both from India and US and his schedule keeps changing from time to time based on the projects he is working. He works for about 8 to 10 hours per day on his laptop. He uses social media and various other websites to draw inspiration however gets stuck in the internet rabbit hole sometimes. He wants to manage his time spent on the internet productively and get his tasks accomplished on a daily basis. He is also doing an independent project on the side.

## UNIQUE CHARACTERISTICS

## Needs:

- Be able to open an app in case of emergency
- Reminders to schedule time limits on distractions
- Rewards when the user works continuously without opening any distractions

## Frustrations:

- Forgets to schedule time limits after disabling it incase of emergency
- Wants to use social media to search a particular thing but the stories and posts distracts and takes them to somewhere else
- Wants to keep notifications on but there are too many unwanted notifications

## Common characteristics

## Needs:

- Analysis on how much time is being spent on distractions
- Time limit on certain websites and app
- Be aware about their purpose of visiting a website or an app

## Goals:

- Finish the work planned for the day
- Reduce time on unproductive websites
- Know how their time is being spent on the digital devices
- Feel happy and have control over their screen time

## Frustrations:

- Hates it when they enters the internet rabbit hole
- Dry eyes, back pain and other health issues