



Name: Alex

Age: 18-25

Persona Type: ADHD /
Neurodivergent Learner

Devices: Smartphone,
Tablet, Laptop

Background

Alex experiences difficulty with attention and often feels misunderstood by traditional productivity tools. They are curious about how attention works but need information to be accessible and flexible.

Goals

- Understand how their attention works
- Improve focus without burnout
- Engage with content in short, manageable ways

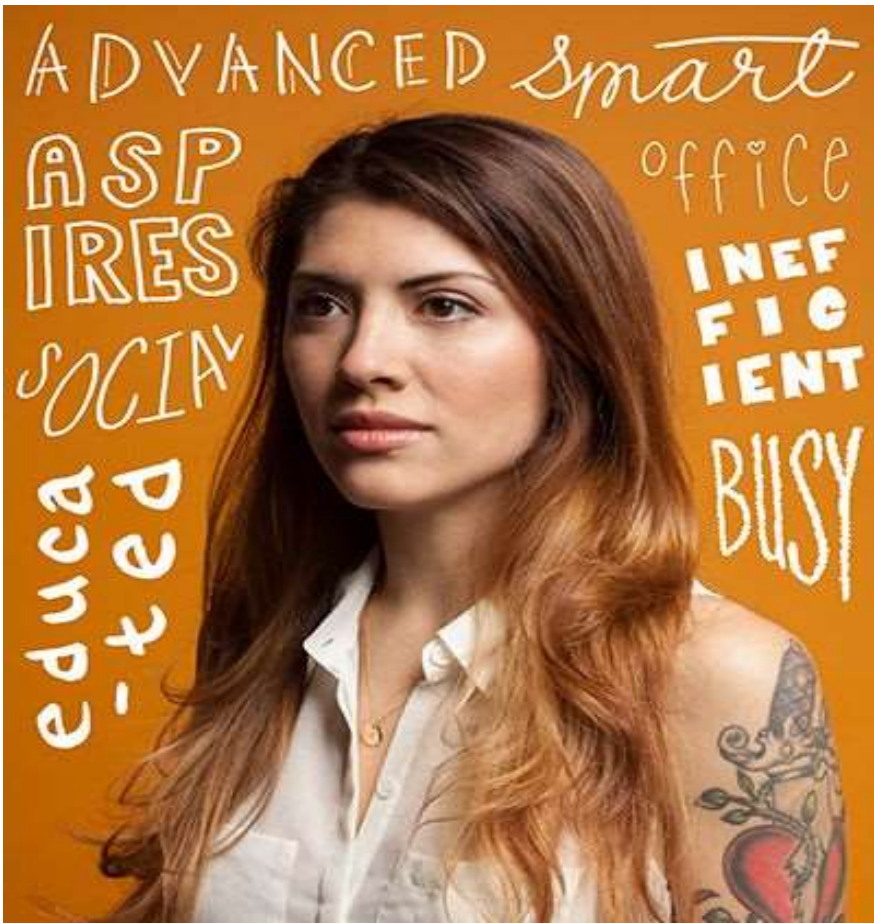
Pain Points

- Long, text-heavy websites
- Being told to “just focus” or “try harder”
- Overstimulating layouts and rigid systems

Needs

- ADHD-friendly layout and design
- Clear headings and visual hierarchy
- Low pressure

“I want something that works with my brain, not against it.”



Name: Michelle

Age: 30

Persona Type: Self-Improvement Explorer

Devices: Smartphone, Laptop

Background

Michelle is interested in psychology, self-improvement, and personal growth. She enjoys learning about focus and wellbeing but often feels overwhelmed by the amount of advice available online.

Goals

- Improve focus and mental clarity
- Understand how her attention works
- Engage with content that feels calm and meaningful

Pain Points

- Conflicting self-help advice
- Pressure to constantly optimise herself
- Long or mentally demanding content

Needs

- Calm, reflective tone
- Clear structure and short sections
- Gentle, non-competitive interactivity

"I want to understand my attention, not feel like I'm failing at improving it."