

User Personas

Roga



Ally's Persona

Age

Not specified, likely in her late 20s or early 30s based on the context of being a gig worker and musician.

Occupation

Musician and Gig Worker

Roga

Lifestyle

- Lives a gig-worker life, constantly looking for new opportunities and gigs.
- Lives a busy, often stressful lifestyle.
- Engages in activities such as yoga and therapy to manage stress.
- Has a strong interest in participating in studies and being part of groundbreaking projects.

Personal Background

- Grew up in a high-stress family environment.
- Had a lot of stressful experiences early in her childhood.
- Tends to be an overachiever and a perfectionist.
- Holds herself to high standards and feels the need to be productive all the time.
- Has a history of struggling with stress and overwhelming feelings from a young age.

Roga

Current Challenges

- Feels constantly overwhelmed and in a state of stress.
- Struggles to relax and engage in passive activities like watching TV.
- Experiences disassociation from her body, forgetting to eat and take care of herself.
- Feels she is living more in her mind, which is a *successful* place for her.
- Recently faced the challenge of a cross-country move, adding to her stress.

Coping Strategies

- Regular yoga practice.
- Weekly therapy sessions over Zoom.
- Previously prescribed SSRI medication (Zoloft).
- Participated in a beta test for a stress-relief device (Roga Life Product).

Roga

Roga Life Product Experience

- Initially joined the beta test during a stressful period in her life.
- Used the device for about an hour each day, usually at the end of the day.
- Felt the device helped her relax and look forward to her relaxation time.
- Noticed improvement in managing stress and breaking down tasks into manageable chunks.
- Did not use the device daily after the beta test but several times a week as needed.
- Felt both immediate and cumulative effects from the device.

Motivations

- Seeking to achieve a baseline in life where she doesn't feel stressed all the time.
- Interested in innovative solutions to manage stress.
- Desires to be part of communities and activities that connect her to others (like yoga).
- Wants to overcome the feeling of being overwhelmed and to enjoy social activities and personal interests.

Roga

Recommendations

Likely to recommend stress management tools and techniques that have worked for her, like the Roga Life Product, to friends and family, especially those who are also experiencing high stress.

Roga



Chris's Persona

Age

Late 20s.

Occupation

Software Developer and Freelance Photographer

Roga

Lifestyle

- Works as a software developer during the day and freelance as a photographer in the evenings and weekends.
- Lends a fast-paced lifestyle, juggling multiple projects and deadlines.
- Enjoys outdoor activities like hiking and photography to unwind.
- Has a keen interest in exploring new technologies and gadgets.

Personal Background

- Grew up in a supportive and encouraging family environment.
- Developed a passion for technology and photography from a young age.
- Tends to be ambitious and enjoys taking on challenging projects.
- Strives for work-life balance but often finds it challenging due to the demands of freelance work.

Roga

Current Challenges

- Experiences occasional burnout from managing multiple responsibilities.
- Finds it challenging to switch off from work mode, impacting relaxation.
- Has difficulty falling asleep due to an active mind filled with ideas.
- Struggles to find effective stress management strategies that fit into his busy schedule.

Coping Strategies

- Engages in regular outdoor activities like hiking and photography.
- Tries mindfulness and meditation apps, but finds it hard to commit to daily practices.
- Occasionally uses over-the-counter relaxation supplements.
- Interested in finding a convenient and effective stress management solution.

Roga

Roga Life Product Experience

- Heard about the Roga Life Product from a friend in the tech community.
- Joined and used the device during work breaks.
- Found the device helpful in providing quick relaxation and focus.
- Noticed improved sleep quality after using the device before bedtime.
- Plans to incorporate the Roga Life Product into his daily routine for better stress management.

Motivations

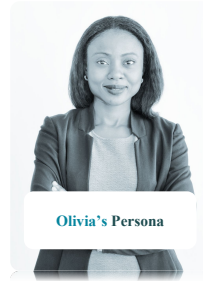
- Seeks efficient and tech-driven solutions to manage stress.
- Wants to maintain peak productivity without compromising mental well-being.
- Values products that align with a modern, on-the-go lifestyle.
- Desires a more structured approach to relaxation without compromising work commitments.

Roga

Recommendations

Likely to recommend the Roga Life Product to tech-savvy friends and colleagues who experience work-related stress. May share insights on incorporating stress management tools into a busy schedule. Encourages exploring innovative solutions for a healthier work-life balance.

Roga



Olivia's Persona

Age

Early 40s.

Occupation

Marketing Executive and Single Parent

Roga

Lifestyle

- Works as a marketing executive with a demanding job that involves frequent travel.
- Balances a challenging career with raising two teenage children as a single parent.
- Enjoys reading and gardening as personal hobbies to relax.
- Actively participates in local community events and social activities.

Personal Background

- Grew up in a close-knit family and developed a strong work ethic.
- Became a single parent due to unforeseen circumstances.
- Prioritizes the well-being of her children and maintains a supportive network of friends.
- Values work and personal life integration but often feels overwhelmed by the responsibilities.

Roga

Current Challenges

- Faces challenges managing the demands of a high-stakes career and single parenting.
- Experiences stress-related symptoms like headaches and fatigue.
- Finds it challenging to find time for herself amidst work and parenting responsibilities.
- Struggles with work-related guilt when taking time for personal well-being.

Coping Strategies

- Engages in regular exercise routines, including jogging and yoga.
- Attends occasional therapy sessions to manage stress and emotions.
- Takes short breaks during work hours for relaxation and mindfulness.
- Explores various stress-relief products but has not found a consistent solution.

Roga

Roga Life Product Experience

- Introduced to the Roga Life Product through a colleague.
- Used the device during business trips and at home during busy evenings.
- Found the device effective in providing quick relaxation and mental clarity.
- Noticed improved mood and decreased stress levels after incorporating the device into her routine.
- Plans to continue using the Roga Life Product to maintain a healthy work-life balance.

Motivations

- Seeks holistic solutions to manage stress and improve overall well-being.
- Values products that are convenient and adaptable to a dynamic lifestyle.
- Desires tools that support mental health without compromising professional and parental responsibilities.
- Aims to set a positive example for her children in balancing work and self-care.

Roga

Recommendations

Likely to recommend the Roga Life Product to fellow working parents and colleagues managing high-stress careers. May share insights on integrating stress management tools into a busy and family-oriented lifestyle.

Roga



James's Persona

Age

Late 40s.

Occupation

Human Resources Specialist

Roga

Responsibilities

- Manages employee relations and engagement initiatives.
- Coordinates benefits and wellness programs for the company.
- Collaborates with leadership to implement HR policies and practices.
- Addresses employee concerns and provides support for a positive workplace culture.

Personal Background

- James holds a degree in Human Resources Management with several years of experience.
- Passionate about fostering a supportive work environment that promotes employee well-being.
- Adapts HR strategies to align with the evolving needs of employees and the organization.
- Stays informed about industry trends and best practices in HR and employee wellness.

Roga

Company Profile

- A medium-sized manufacturing company with a diverse workforce.
- Prioritizes employee development, work-life balance, and a culture of inclusivity.
- Values the health and happiness of employees as a crucial aspect of overall success.

Current Challenges

- Enhancing employee satisfaction and well-being to boost overall morale.
- Adapting HR policies to support a hybrid work model and remote employees.
- Addressing stress-related concerns among employees in a high-demand industry.
- Promoting a culture of openness and inclusivity within the organization.

Roga

Coping Strategies

- Facilitates regular communication channels for employees to express concerns and feedback.
- Collaborates with wellness providers to offer a range of programs to meet diverse needs.
- Promotes mental health awareness and provides resources for stress management.
- Implements flexible work policies to accommodate the changing needs of employees.

Roga Life Product Integration

- Introduced the Roga Life Product as part of the company's wellness initiatives.
- Incorporated Roga Life into the employee benefits package to encourage adoption.
- Organized informational sessions to educate employees on stress management.
- Monitors employee feedback and usage data to assess the impact on overall well-being.

Roga

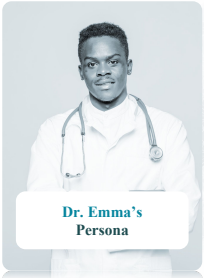
Motivations

- Strives to create an inclusive and supportive work environment for all employees.
- Values wellness solutions that contribute to improved employee satisfaction and engagement.
- Aims to align HR strategies with the company's mission to prioritize employee well-being.
- Seeks innovative tools that cater to the diverse needs of employees in a changing work landscape.

Recommendations

- Likely to recommend the Roga Life Product to HR professionals in similar industries.
- May share success stories and positive feedback from employees using Roga Life.
- Encourages collaboration between HR departments and wellness solution providers for a comprehensive approach to employee well-being.

Roga



Dr. Emma's Persona

Age

Early 30s.

Occupation

Medical Consultant - Psychiatry

Roga

Responsibilities

- Specializes in psychiatry with a focus on stress and mental health.
- Works in private practice and collaborates with healthcare institutions.
- Conducts research on innovative solutions for mental health and stress management.
- Provides individual and group therapy sessions to clients.

Personal Background

- Dr. Emma Turner is a licensed psychiatrist with extensive clinical experience.
- Passionate about exploring holistic approaches to mental health and well-being.
- Engaged in ongoing research to integrate innovative technologies into psychiatric care.
- Values evidence-based practices and strives to stay at the forefront of mental health advancements.

Roga

Professional Setting

- Operates a private practice and collaborates with local hospitals.
- Works with a diverse range of patients, including those dealing with stress-related issues.
- Integrates a combination of traditional psychiatric approaches and innovative therapies.
- Prioritizes patient education and empowerment in mental health management.

Current Challenges

- Addressing the increasing prevalence of stress-related disorders in patients.
- Balancing traditional therapeutic approaches with emerging technologies.
- Providing accessible and effective stress management tools for patients.
- Ensuring patients have practical and sustainable solutions to manage stress.

Roga

Coping Strategies

- Regularly attends conferences and workshops to stay updated on mental health innovations.
- Incorporates mindfulness and relaxation techniques into therapeutic sessions.
- Encourages patients to explore complementary therapies for stress management.
- Strives to create a supportive and empathetic environment for patients.

Roga Life Product Integration

- Discovered the Roga Life Product through professional networks and conferences.
- Incorporated Roga Life into therapeutic sessions as a complementary tool.
- Recommended Roga Life to patients as an at-home stress management solution.
- Monitors patient feedback and observes improvements in stress management.

Roga

Motivations

- Aims to provide comprehensive and innovative solutions for patients' mental well-being.
- Values tools that enhance traditional therapeutic approaches and engage patients.
- Seeks evidence-based technologies that align with the principles of psychiatry.
- Desires practical and accessible stress management solutions for a diverse patient population.

Recommendations

- Likely to recommend the Roga Life Product to fellow mental health professionals.
- May collaborate with Roga Life to conduct research on the product's impact in clinical settings.
- Encourages the integration of innovative technologies into mental health practices for improved patient outcomes.

Roga