

TARGET AUDIENCE REPORT FOR CARECONNECT

CareConnect – Target Audience

Who is this MVP for?

CareConnect is designed for individuals who are struggling with emotional well-being, stress, or burnout but are not actively seeking clinical therapy. Instead, they want:

- Friendly, proactive mental health support
- Affordable access to coaching or guided reflection
- A private and judgment-free mobile space to track mood, process feelings, and talk to certified wellness coaches when needed

Core Target Groups:

- Working professionals in high-stress environments
- University students dealing with academic pressure and loneliness
- Young parents balancing career, home, and identity
- Individuals in remote areas with limited mental health access
- People recovering from burnout or relationship loss who want self-paced emotional recovery



Persona #1

Name: Jasmine Park

Age: 28

Job: UX Designer at a fast-paced startup

Location: San Francisco, CA

Personality: Empathetic, Anxious, Creative

Lifestyle & Interests: Journaling, mindfulness, yoga, art therapy apps

Pain Points:

- Constantly feels overwhelmed with imposter syndrome
- Wants to talk to someone but not commit to full therapy
- Keeps forgetting to reflect or self-regulate after tough days

Goals:

- Build daily emotional awareness habits
- Speak to a coach occasionally without pressure or long sessions



Persona #2

Name: Diego Rivera

Age: 35

Job: Remote Software Developer

Location: Austin, TX

Personality: Analytical, Private, Burnt-out

Lifestyle & Interests: Cycling, indie games, tech podcasts

Pain Points:

- Feels emotionally drained but avoids opening up to friends
- Doesn't want to spend \$200/month on therapy
- Needs structure to reflect but hates typical journaling

Goals:

- Access affordable, coach-based support
- Use tech-driven prompts to think clearly about feelings



Persona #3

Name: Layla Mahmoud

Age: 22

Job: University Student (Psychology Major)

Location: London, UK

Personality: Curious, Expressive, Self-aware

Lifestyle & Interests: Mental health TikTok, journaling apps, student forums

Pain Points:

- Feels isolated in a big city
- University mental health services are hard to reach
- Wants peer-like emotional check-ins

Goals:

- Access bite-sized reflection prompts
- Build emotional habits without pressure
- Connect with compassionate coaches who “get her generation”



Persona #4

Name: Michael Tanaka

Age: 44

Job: Product Manager & Father of Two

Location: Toronto, Canada

Personality: Logical, Caring, Overcommitted

Lifestyle & Interests: Parenting podcasts, productivity apps, long walks

Pain Points:

- Burned out from family and work juggling
- Feels emotionally disconnected
- Doesn't have time for traditional therapy

Goals:

- Use short daily emotional prompts
- Reflect between meetings
- Explore coaching as a long-term mental hygiene tool

**Persona #5****Name:** Rina Gupta**Age:** 30**Job:** Freelance Wellness Blogger**Location:** New Delhi, India**Personality:** Insightful, Empathic, Self-motivated**Lifestyle & Interests:** Meditation, journaling, online self-help communities**Pain Points:**

- Knows the value of reflection but lacks consistency
- Craves deeper guidance than free blogs offer
- Needs accountability for emotional growth

Goals:

- Track mood trends over time
- Receive coach guidance monthly
- Combine self-practice with expert check-ins