Persona: Resource Seeker

Jamie Reines

Age 32 **Administrative Assistant**

Bio

Jamie recently lost her mother in a car accident. She is having trouble processing her grief. It is a challenge to seek professional help because her health insurance does not cover the costs of a therapist. She often feels alone and has trouble reaching out to family and friends.

Motivations

Jamie is searching for mental health resources online when it is hard to seek help from professionals or a friend. She is looking for advice and experience on how to handle depression over losing a loved one.

Scenario Jamie uses a search engine to look for mental health resources, hoping to find help with grief.

User Journey: Resource Seeker

Experience

Explore

Views individuals' mental health stories

Pleased to know that people are doing better

Wonders if there is specifc advice for her situation: grief over losing a loved one

Search

Looks for story about losing a loved one

Unable to find the article she is looking for.

Frustrated that she can't find a story for her

Get Help

Glad to see suicide hotline and links to learn more

Feels, however, there is "Nothing targeted towards what I need"

Unsure if she can find a good resource here

Learn About Org

Believes in mission of battling stigma through storytelling

Curious about team's personal connection to mental health

"How and when was Subconscious founded?"

"Does the team have their own mental health stories?"

Opportunities

Restructure articles towards mental health conditions

Add search and filter features for articles

Utilize more specific actions for those in need of help than general information

Talk about how Subconscious was started

Include stories about team's connection to mental health

Persona: Family Member

Tara Mankol

Age: 58 **Store Manager**

Bio

Tara has always believed that mental illness was something that "happened in someone's head." After her son was diagnosed with anxiety and depression, she has been unable to connect with him. Tara is open to learning more about mental health, so she can understand what her son is going through.

Motivations

Tara is looking for a reliable source of information to learn about mental health. She spends time to research an organization to make sure it is something she can trust.

Scenario Tara is looking for reliable information on mental health to understand how to help her son with his anxiety and depression

User Journey: Family Member

Experience

Browse

Reads over titles and descriptions of articles

Scrolls for 3 minutes on the homepage looking for an article

Frustrated that she cannot an article that would help her

Finally navigates to "Give Help" page; fairly helpful for her situation

Learn About Org

Tries to learn about Subconscious background

Unsure if website is reliable or credible

"What are the sources for articles?"

"What are the team's connections to mental health?"

Donations

Decides not to donate because of lingering questions

"Are writers paid for articles?"

"Is there more specific information on where donation money goes?"

Opportunities

Introduce abilities to search/filter/categorize articles

Explain Subconscious's storytelling platform

Prove why storytelling is an important part of understanding mental health

Include Percentages on how Subconscious uses donation money

Specify categories to where donation goes; e.g. stating "social media advertising" vs "marketing"