

“ There is an unconscious bias when talking about mental health. ”

# Anxious ANi

## Scenario

Anxious Ani is a Psychiatrist, who is overworked and mentally exhausted from helping a lot of people through COVID. She often finds that there is a bias around mental health professionals who seek help, as she has experienced that other people expect her to have it all together. Ani is not only looking for ways to decompress from her day, but is also seeking ways to increase society's awareness around mental health thus making it less stigmatizing for anyone to reach out for help.

## Demographics

Age: 31  
Location: New York  
Profession: Psychiatrist

## GOALS

- To find an opportunity to ease her anxiety and to build awareness around mental health in society

## Pain Points

- Work and personal life boundaries are blurred, due to working from home
- Because of Covid, she doesn't have an outlet, always overwhelmed
- There is lack of awareness in the society about mental health
- Finds most of the online support tools don't have an easy onboarding process
- She feels anxious and irritated because lack of support from friends and family

## Behaviors

- Tries to distract herself by reading, writing out feelings, going for a walk
- She uses a handheld grounding tool when anxious
- Often suffers in silence, as she doesn't have a trusted support system to reach out to

## Needs

- She is busy and needs a tool that doesn't require an extensive signup process
- By raising awareness around mental health and making it less of a taboo, her anxiety will be eased as she will feel more comfortable reaching out to people
- She needs a safe space where she can ease her anxiety