



Avatar: Mark, 30 years old, has short brown hair, wears glasses and has a scruffy beard.

Background: Mark grew up in a tech-savvy family and was introduced to smartphones at a young age. He became addicted to his phone during his college years and the habit only intensified when he started working at a tech company.

Day-in-the-life: Mark wakes up to the sound of his phone alarm and immediately checks his social media notifications. He spends most of his day at work on his computer and constantly checks his phone during work. Evenings are spent watching TV while scrolling through his phone.

Values: Mark values staying connected with his friends and being up-to-date on the latest trends and news.

Despises: Mark despises using his smartphone every second.

Outside forces: Mark feels pressure from his job and social circles to stay connected online and to be constantly available. He also feels influenced by the societal expectation to always be productive and multitasking.

Current State

What is painful or frustrating in the current life of my avatar?

What annoys them?

What do they fear?

What do they lie awake at night worrying about?

How do other people perceive them?

What lack of status do they feel?

What words do THEY use to describe their pains and frustrations?

Dream State

If they could wave a magic wand at their life and fix everything, what would their life look like?

What enjoyable new experiences would they have?

How would others perceive them in a positive light?

How would they feel about themselves if they made that change?

What words do THEY use to describe their dream outcome?

Current State:

The avatar Mark, is a 30 -year-old who is addicted to his phone. He spends most of his day scrolling through social media, playing mobile games, and checking his emails. John finds it frustrating that he cannot seem to put his phone down, even during important moments such as family gatherings or work meetings.

He is annoyed that he cannot focus on tasks for an extended period and is always distracted by his phone.

Mark fears missing out on important information, so he constantly checks his phone before going to bed.

Other people perceive him as disinterested or disconnected, and he feels he lacks status as a result. John describes his pain and frustration as feeling trapped and powerless to break the cycle of phone addiction.

Dream State:

If Mark Could wave a magic wand, he would be able to control his phone usage and only use it for essential tasks.

He would spend more time engaging in activities such as reading books, spending quality time with his family and friends, and taking up a new hobby.

Mark dreams of feeling present and engaged in his daily life and not feeling the constant need to check his phone.

He would like others to perceive him as focused and attentive, and he would feel more confident and in control of his life. John's dream outcome is to break free from his phone addiction and live a more fulfilling and mindful life.

Roadblocks:

My avatar is addicted to their phone and finds it difficult to disconnect.
They have tried to put their phone away, but they always end up picking it back up.
They fear missing out on something important if they're not constantly checking their phone.

Others perceive them as always being distracted and not fully present.
They lack the ability to focus on the present moment and enjoy their surroundings.
Dream State:

Roadblock Solution:

My avatar needs to create a plan to limit their phone usage, such as setting specific times to check their phone or using a productivity app to track usage.

If they can limit their phone usage and be more present in their daily life, they will be able to achieve their dream outcome.

Product:

Our product is a mobile app that helps users limit their phone usage and be more present in their daily life.

The app provides helpful tips and reminders to encourage users to take a break from their phone.

The app tracks usage and provides reports to help users understand their habits and make changes.

The app includes fun challenges and rewards to keep users motivated.
Our target market likes the idea of being more present and mindful in their daily life, but hates feeling addicted to their phone and missing out on real-life experiences.

PAS EMail:

Subject Line: How To Break free from phone addiction with only one secret method.

Do you regret checking your phone in the morning?

When the alarm blares, its shrill sound pierces through the silence of the room, instantly jolting you awake. You fumble around for your phone, your fingers reaching out to touch its smooth surface.

The bright screen illuminates your face as you eagerly check your social media notifications, scrolling mindlessly through endless feeds and updates.

Every single day, you feel a tight knot of frustration in your brain as you battle the urge to mindlessly scroll through your smartphone.

You keep asking yourself how you can I avoid using smartphone,

“What is the solution”

over and over again, feeling a deep sense of exhaustion and hopelessness as you struggle to find a way out of this endless cycle.

You feel tired of the constant struggle to break the addiction cycle.

But what if i told you,

There is a Simple method to Break Your Cell Phone Addiction without deleting your social media pages.

Click here: [To Discover the secret method that was successful in 2013.](#)