

The Overloaded Student

Maya



AGE	21
EDUCATION	undergraduate
STATUS	Single
OCCUPATION	part-time bartender
LOCATION	London
NATIVE	Sri Lanka

“ I don't need advice — I just need a calm moment.”

Personality

Reflective

Quietly creative

Emotionally aware

Easily overwhelmed

Bio

Maya is a student balancing academic pressure, part-time work, and life away from home. She often feels mentally tired and looks for small, meaningful breaks during the day. She enjoys simple rituals, such as tea, that help her slow down without demanding attention or effort.

Goals

- Find short moments of calm
- Feel emotionally grounded
- Engage with content that feels human and gentle

Frustrations

- Wellness platforms that feel too serious or clinical
- Apps that demand interaction or productivity
- Overstimulating digital spaces

Needs

- A pressure-free digital pause
- Emotional comfort without instruction
- Content that feels calm, cultural, and relatable

Maya is a fictional persona created to represent international students who seek calm, non-clinical digital spaces.