**2017 Website Persona  
Katrina Athol**

**Summary**  
Service User, researcher, self-directed, LGBTQ

**Age:** 16  
**Location:** Municipality, Province **Location type:** Urban   
**Occupation:** Student   
**Status:** Single  
 **Personality**

Extrovert / Introvert  
Sensing / Intuition  
Thinking / Feeling  
Judging / Perceiving

**Brands**Social platform: Snapchat, Instagram (private), Reddit  
Hobby/Interest: Horses, Photography  
Restaurant: Freshii  
Clothing: H&M, Forever 21

**Technology**Tech savvy/Tech challenged

Photo goes here.

**Bio/Background**Katrina is researching coming out tips. She’s recently formed a relationship with someone she’s met online. Doesn’t know how to tell her conservative family and friends.

**Goals/Motivations/Wants**

* Normalization
* validation
* relevant/accurate information, lived experience
* looking for complete solution on the website

**Frustrations/Barriers**

* Concerned about privacy
* Not willing to reach out