



# User Persona

**NAME** Sadie Ryan

**AGE** 13

**LOCATION** Limerick, Ireland

**BIO** Sadie lives with her parents, older sister and dog, Suki. She has just started secondary school. Sadie takes part in lots of different activities and sometimes doesn't recognise she is feeling a bit burnt out until it's too late.

Her parents have recently allowed her to have a phone. The first apps Sadie downloaded were TikTok, Asos and YouTube.

Sadie loves beauty products but her parents don't allow her to wear make up yet. Sadie looks up to the artist Chalia for her music and style. Most of her inspiration comes from her peers and TikTok stars.