



Pierre

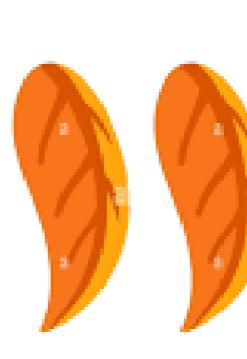
16, student

Hometown: Lyon, France

lives in Lisbon, Portugal



In the game of life, I'm the final boss.



About:

Pierre is a 16-year-old high school student who is passionate about gaming. He spends a significant amount of his free time playing video games, both competitively and for leisure. Pierre is known among his peers for his gaming skills and often participates in online tournaments and gaming communities.

Pierre typically dresses in comfortable and casual attire. He prefers t-shirts featuring his favorite video game characters or logos, paired with jeans or cargo pants. He may also wear a hoodie adorned with gaming-related designs.

Verbatims:

- "I love gaming; it's my escape from the stress of school and life."
- "Online gaming is where I feel most confident and in control."
- "I hate it when people at school make fun of me for spending so much time gaming."
- "I wish my parents understood that gaming is more than just a hobby for me; it's a passion."
- "Sometimes, I feel isolated because I don't have many friends who share my interests."

Fears:

- Fear of being judged or ridiculed by peers for his gaming habits.
- Fear of not meeting academic expectations due to spending too much time gaming.
- Fear of losing connection with his online gaming community or being excluded from gaming events.

Drivers:

- Passion for gaming and the desire to excel in competitive gaming environments.
- The sense of camaraderie and belonging within online gaming communities.
- The opportunity to challenge himself and improve his skills through gaming.

Frustrations:

- Frustrated by societal stereotypes that portray gamers as lazy or antisocial.
- Frustrated by parental pressure to spend less time gaming and focus more on academics or other activities.
- Frustrated by the lack of understanding and support for his gaming interests from peers and adults.

Pain Points:

- Feeling misunderstood and marginalized by those who don't share his passion for gaming.
- Struggling to balance his gaming interests with academic responsibilities and social interactions.
- Experiencing anxiety and self-doubt when faced with criticism or negative perceptions related to gaming.

CUSTOMER JOURNEY MAP

Kenny Querolle | Mars 14, 2024

Pierre

School Harassment

Hope to have a good day.

Start of the School Day

1. Wake-up and Getting Ready for School
2. Commute to School
3. Arrival at School

In Class

4. Class Participation
5. Break Between Classes

After School

6. End of Classes

Back at Home

7. Free Time at Home
8. Online Interaction with Friends
9. Nighttime Reflection

Not sure what to expect today.
Just hope it won't be too tough.

Just want to focus on my
classes and ignore distractions.
Hopefully, others will leave
me alone.

Hope I can get through the day
without any trouble.
Don't want to deal with new
harassment incidents.

Prefer to be alone during break.
Less chance of running into
awkward situations.

Finally, I can unwind and lose
myself in the virtual world
of games.
That's where I truly feel at ease.

Glad the day is finally over.
Hope I can relax at home.

It's great to be able to play
with my friends online.
They really understand and
support me.

Glad the day is over, but I
know tomorrow will bring
new challenges. I need to
stay strong and find ways
to cope with school harassment.

Opportunities

Observing social dynamics upon arrival at school
to gauge the atmosphere and potential interactions.

Opportunities

Observing classmates' interactions during class
breaks to assess social dynamics and potential
bullying behavior.

Opportunities

Reflecting on the day's events and identifying any
patterns or trends in harassment experiences.

Opportunities

Engaging in positive online interactions with
gaming communities to foster a sense of
belonging and support.

How might we create a safer school environment for teenagers like Pierre,
who face harassment, both online and offline?

Key Performance Indicators

Taux d'augmentation des
signalements de cas de
harcèlement de 20 % d'ici
2 ans.

Réduction de 30 % du
harcèlement en ligne
d'ici 5 ans.

90 % des adolescents de 15 à 18
ans connaissent un processus
de réponse aux témoins
de harcèlement d'ici 2 ans.