

Mike



AGE	16
EDUCATION	Year 10 Student
STATUS	Single
OCCUPATION	Student
LOCATION	Melbourne
TECH LITERATE	Low

“ I tried to find some useful content, but the complexity of the content made me unsure how to proceed.

Personality

Introvert

Bio

Lives in Melbourne with parents and a younger sister.
Uses a budget Android phone; mostly browses at night.
School workload is heavy during exam weeks.

Core needs

- Lower study stress and manage worry before exams.
- Sleep better and focus longer during homework.
- Find short tips he can try now (3–5 minutes).
- Read clear, friendly content that is easy on mobile.
- Keep his searches private.

Frustrations

- Afraid someone will see his mental health searches.
- Hard to know the “next step” after reading.
- Many sites have long articles and complex menus.
- Not sure which advice is true or safe.
- Slow pages and heavy images use too much data.

How the Web app will address his needs

- Get Help Now bar is always visible for urgent support (call/chat).
- Self-Check (6–8 questions) gives a short summary and 2–3 next steps.
- Tools & Activities: quick breathing timer, focus timer, simple sleep routine.
- Topic chips (Anxiety, Study, Sleep) filter content with one tap.
- Save without account (local storage) or use My Space for mood log and bookmarks.