

User Persona



Sarah Jacobs

Age: 16 years
Location: Suburban area
School Grade: 11th grade,

WHO IS SARAH?

Sarah Jacobs is a 16-year-old high school junior attending a suburban public school. She enjoys expressing herself through creative outlets like art and social media (Instagram & TikTok) but often feels that her school environment lacks inclusivity and safety. Sarah is socially conscious and wants to support her peers but struggles with fear of judgment and limited resources.

GOALS

- **Empowerment Through Action:** Wants anti-bullying initiatives that feel authentic and relatable, giving students practical ways to intervene safely.
- **Safe School Environment:** Hopes for a school culture where inclusivity and kindness are the norm.
- **Peer Connection:** Desires spaces where students can discuss bullying and support one another openly without fear.

FRUSTRATIONS & PAIN POINTS

- **Disconnect with Programs:** Feels current anti-bullying efforts are passive and don't address the underlying social issues students face daily.
- **Lack of Engagement Options:** Finds the one-size-fits-all approach of assemblies uninspiring and ineffective.
- **Fear of Repercussions:** Hesitates to report or intervene in bullying situations due to fear of social backlash.

FEARS

- **Judgment by Peers:** Worries that speaking out about bullying might isolate her from her friend group.
- **Escalation:** Afraid that intervening in bullying situations could worsen the conflict.
- **Being Overlooked:** Fears that even if she speaks up, the school administration may not take her concerns seriously.

HOBBIES AND BEHAVIORS

- **Art Enthusiast:** Active member of the school art club, where she feels most comfortable expressing herself.
- **Social Media User:** Spends hours on TikTok and Instagram, engaging with content about mental health and teen issues.
- **Empathetic Listener:** Friends often confide in Sarah, as she's known for her supportive nature.