Problem Statement

How might we create engaging, student-centered anti-bullying initiatives that empower teens like Sarah Jacobs to feel safe and supported while addressing their fear of judgment and lack of relatable resources?

Key Insights from Persona

1. **Main Goal:** Sarah wants a safe, inclusive school environment with relatable and actionable anti-bullying programs.
2. **Main Pain Point:** Current programs feel disconnected and lack creative, student-led elements.

Key Performance Indicators (KPIs)

1. **Participation Rate in Programs**: Increase student participation in anti-bullying initiatives by 20% within the next academic year.
   - **Specific:** Focus on engagement in anti-bullying programs.
   - **Measurable:** Track participation numbers.
   - **Achievable:** Set realistic improvement targets.
   - **Relevant:** Directly addresses Sarah's need for relatable programs.
   - **Time-Bound:** Measure progress within one academic year.

2. **Peer-Reported Safety Perception**: Improve student perception of safety by 15% in anonymous surveys conducted bi-annually.
   - **Specific:** Address perceived safety in school.
   - **Measurable:** Use survey data to quantify results.
   - **Achievable:** Target realistic improvement percentages.
   - **Relevant:** Aligns with Sarah's goal for a safer school environment.
   - **Time-Bound:** Assess progress every six months.

3. **Digital Engagement Metrics**: Achieve 1,000 interactions (likes, shares, comments) on anti-bullying social media content in the next six months.
   - **Specific:** Focus on digital engagement via platforms like Instagram and TikTok.
   - **Measurable:** Use platform analytics to track interactions.
   - **Achievable:** Set a feasible target based on current engagement trends.
   - **Relevant:** Directly addresses Sarah's interest in relatable, digital content.
   - **Time-Bound:** Measure within six months.