

# Problem Statement & KPIs(Key Performance Indicators)

## Problem Statement

*"How might we create a supportive environment that reduces both online and offline harassment for students like Junior, ensuring they feel safe, included, and empowered to report incidents?"*

## Main Pain Points Identified:

- Struggles to distinguish between real and fake information online, leading to confusion and frustration.
- Faces difficulty balancing schoolwork, social media content creation, and gaming, which causes distraction and stress.
- Finds it challenging to keep up with rapidly changing online trends, leading to feelings of missing out.
- Feels pressure to participate in social media trends to stay connected with friends and avoid isolation.
- Experiences a need for recognition through likes and comments on his content, which can cause feelings of inadequacy if the engagement is low.
- Lacks a clear way to manage his time between schoolwork, hobbies, and online activities, leading to overwhelmed emotions.

## Key Performance Indicators (KPIs)

**To assess the effectiveness of our solution for addressing Junior Ridge's pain points, we propose the following KPIs:**

### 1. Improved Trend Engagement Efficiency

- Goal: Reduce the time spent keeping up with online trends by 25% within 6 months.
- Why it matters: Reducing the time Junior spends on catching up with trends will free up time for studies and other activities, improving overall balance.

### 2. Improved Information Validation

- Goal: Achieve a 40% improvement in Junior's ability to differentiate between real and fake information through the introduction of fact-checking tools within 6 months.
- Why it matters: Better decision-making online reduces frustration and misinformation impact, improving his digital literacy.

### 3. Increased Focus on Academic Work

- Goal: Increase time spent on academic-related tasks by 20% over the next semester.
- Why it matters: Improved focus on schoolwork will alleviate the distractions caused by juggling social media, content creation, and gaming.

#### **4. Higher Content Recognition & Validation**

- Goal: Increase social media content engagement (likes, comments) by 15% within 3 months.
- Why it matters: A boost in recognition for his content will help Junior feel validated and reduce any feelings of inadequacy online.

#### **5. Better Balance of Hobbies & Schoolwork**

- Goal: Achieve a 30% improvement in time management between school, hobbies, and online activities (measured through time-tracking apps) within 6 months.
- Why it matters: More effective time management will reduce stress and improve overall well-being by balancing academic responsibilities and personal interests.

#### **6. Improved Social Media Pressure Awareness**

- Goal: Reduce feelings of social pressure to participate in trends by 20% (measured through anonymous surveys) within 3 months.
- Why it matters: Lower pressure to engage in trends will help Junior feel less anxious about staying connected, leading to improved mental health.