

Demographic Data

Gender: Male

Education Level: High School

Hobbies: Swimming, hiking, working out at the gym, and watching anime.

Technology: WhatsApp, TikTok, Telegram, and YouTube.

Devices: Uses a Samsung Galaxy A15s for most things like social media and a Dell laptop for schoolwork.

Habits

Daily Routine: Checks WhatsApp every day to stay updated on what's going on at school and with friends.

Gaming: Occasionally plays games on his laptop (NFS) since he's also more into cars.

Content Creation: Occasionally creates online content for fanatics into body-building

"Everyone's on social media, so it's the easiest way to stay connected. If I'm not on it, I feel like I'm missing out on all the fun stuff and what everyone's talking about" ~ Junior Ridge



Junior Ridge
17 yrs, Kisumu
Highschool Student

Pain Points & Frustrations

Study Distraction: Struggles to balance schoolwork, making TikToks, and gaming—there's just too much going on!

Keeping up with Trends: It's hard to keep up because trends are changing all the time, and you don't want to be left behind.

Misinformation online: It's hard to tell what's real and what's fake online. Sometimes it's tough figuring out what's true.

Behaviors & Habits

Belonging to a group: Joins in on trends because it's how he stays connected with his friends.

Learning: Uses his laptop to learn coding when he has free time.

Entertainment: Watches short-form videos (like TikTok) because they're quick and fun to watch.

Gaming: Plays games on his laptop (especially car games like Need for Speed) when he gets the chance.

Recognition: Likes posting stuff online, especially gym-related content, to get likes and comments—it feels good to get noticed.

Content Creation: Occasionally posts bodybuilding content for fun, hoping other people into fitness like it.