

Rebecca Cloud

Age: 13

 Oxford

ABOUT

Rebecca is a young teen who like many her age loves animals but spends most of her time watching TV with her parents when she has the chance.

While watching she often asks her parents for toys displayed on adverts.

NEEDS

- Friendly videos that are interesting
- Able to discuss with parents
- To feel smart about what they're watching

FRUSTRATIONS

- Being made to feel small and dumb
- Being bored
- Reading when watching

PERSONALITY

Trait 1: Active

Trait 2: Caring

Trait 3: Stubborn

TECHNOLOGY

Apps ☒ ☒ ☒ ☒ ☐

Internet ☒ ☒ ☒ ☐ ☐

Social media ☒ ☐ ☐ ☐ ☐

INTERESTS

Friends

Toys

Parents

Watching TV

Animals

