

A red octagonal sign with a white border, resembling a stop sign. The text "HOW TO STOP IT?" is written in white, bold, sans-serif capital letters in the center.

HOW TO
STOP IT?

Who does it the most?

Teens & Young Adults!

- The most “rebel” user segment
- The most “broke” user segment
- The most “don’t care” user segment





USER RESEARCH RESULTS

3 METHODS

DISCUSSION OBSERVATION QUESTIONNAIRES