

Teen Anti-Harassment Persona

Alex Kamau



Demographics

Age: 17 years

Location: Nairobi, Kenya

Education: Form 3 High School

Tech Usage: Instagram, WhatsApp, TikTok

Favorite Platforms: Instagram, TikTok

Bio

Alex is a 17-year-old high school student who enjoys socializing with friends online and keeping up with the latest TikTok trends. They are passionate about art and play basketball after school. While school is mostly a positive experience, Alex has witnessed multiple incidents of bullying and harassment, often choosing to remain silent out of fear of becoming the next target.

Common Trends

- Social Media Engagement
- Reluctance to Report
- Bystander Effect
- Frustration with School Policies

Pain Points

- Fear of Retaliation
- Lack of Support Systems
- Peer Pressure

Motivations

- Creating a Safer Environment
- Social Acceptance
- Desire for Change

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"Even when you tell a teacher about bullying, nothing really happens."

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"Sometimes, it feels safer just to keep quiet, even if it doesn't feel right."

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"Everyone is just trying to fit in, and standing out makes you a target."

Goals

- ✓ Report Bullying Anonymously
- ✓ Stronger Peer Networks
- ✓ More School Involvement

Design Implications

- ✓ Easy Reporting Mechanism
- ✓ Supportive Social Features
- ✓ Increased Awareness Programs