

Persona Generation

Maya Thompson

(The Insecure Teen)

16

- Shy
- Anxious
- Constant self-comparison to others

Pain points

- Feels overwhelmed by filtered perfection on current social media
- Low self-esteem

Needs

- A space that reduces comparison + encourages real-life confidence building experiences

Redesign helps by:

- Removes beauty standards and validation-based interactions
- Encourages genuine connection and friendships

Jordan Ramirez

(The Outcasted & Depressed Teen)

17

- Creative
- Introverted
- Lonely
- Struggles w/ FOMO (fear of missing out)

Pain points

- Feels disconnected/ left out from social circles
- Hates pressure of appearing "cool" online

Needs

- A means of forming real, supportive connections off-the-screen

Redesign helps by:

- Encourages meaningful in-person gatherings
- Prioritizes emotional well-being over popularity metrics

Max Carter

(The Outdoorsy Athlete)

18

- Adventurous
- Energetic
- Always on lookout for next hike/pickup game

Pain points

- Despises copious screen-time peers invest in over experiencing life

Needs

- A tool to organize outdoor events, find like-minded people, & reduce screen-time

Redesign helps by:

- Promotes activity-based meetups
- Encourages face-to-face socializing

Samantha Lee

(Overstimulated Burn-out student)

15

- Overachiever
- Spends excessive time doom-scrolling
- Disregards actual unwinding

Pain points

- Feels trapped by social media
- Always “plugged-in,” never fulfilled

Needs

- A space that promotes mindfulness, balance, and humanistic values

Redesign helps by:

- Encourages screen breaks, self-care, and intentional social interactions