Johnny is an Engineering student that spends most of his time at school or at his part time job. He doesn’t have a very exciting life, so usually, he looks towards other people’s stories to keep himself entertained.

No having a lot of friends or too much time / money to spend on group discussions or psychologist appointments to talk about his feelings, he sometimes feels the need to vent in a way that doesn’t affect his schedule or finances

Being a private person, he would like it if he could get things of his chest anonymously as times.

All of these things determine Johnny to spend his break time on User Stories.

A core need of Johnny is to make himself feel better by reading other people’s confessions, which make his issues seem small.

He also takes advantage of the anonymity feature of our app, since he would otherwise not have the courage to confess his feelings or share his stories.

The commenting feature on our app give Johnny an option to interact with other users, thus sufficiently supplementing the lack of social activity in his life.

22

M

Student

7/10

Johnny is a 22-year-old Engineering student that likes bonding with people online by reading other people’s experiences, as well as sharing his own, all the while remaining anonymous.

A main frustration that Johnny concerns himself with is the possibility of feeling worse upon reading the negative feedback to either his posts, or posts belonging to other people that resemble a situation in which he may find himself as well.

Another issue he thinks of at times is accidentally sharing too much, even on posts which he chooses to make anonymously, to the extent to which he may reveal his identity and become embarrassed.