



Persona Card

Heinrrich Tradeway

AGE: 16

Gender: Male

- **Grade:** 11th
- **Location:** Urban area, Kisumu City
- **Interests:** Video Games, Basketball, Social Media (Instagram, TikTok)
- **Social Group:** Mixed group of friends, part of a sports team, active online gamer community
- **Technology:** Heavy user of smartphones, consoles, and social media platforms

BIO

Heinrich is a creative and quiet teenager who uses writing and gaming to escape bullying. Though intelligent and kind, he feels overshadowed by constant teasing and social exclusion in school. Online, he participates in supportive communities where he feels safer and more understood.

Habits

- **In School:** Keeps a low profile, avoids confrontation, and prefers solo assignments.
- **At Home:** Finds solace in gaming, writing, or interacting in positive online communities.
- **On Social Media:** Active in niche gaming and writing groups, avoids sharing personal details.

Frustrations

- Being teased or mocked during group activities in school.
- Teachers overlooking subtle forms of bullying.
- Hurtful comments on social media.
- Feeling isolated and unsure about seeking help.

Quotes

- "Every joke at my expense feels like a stab in the back."
- "Writing lets me speak when I feel voiceless."
- "I just want someone to notice what's really happening."

Goals

- Build self-confidence and handle bullying better.
- Find supportive friends who respect him.
- Use writing to express himself and share his experiences.
- Raise awareness about bullying and inspire others to speak out.

Drivers

- **Validation and Respect:** Heinrich craves recognition for his talents and kindness, which he lacks at school but finds in online communities.
- **Belonging:** He seeks a safe, inclusive space where he can be himself without fear of judgment or harassment.
- **Empathy for Others:** Heinrich wants to help others experiencing similar issues by sharing his story and spreading awareness.
- **Creative Expression:** Writing and gaming serve as his emotional outlets and a way to process his experiences with bullying.