

# PROBLEM STATEMENT

*How can we design a comprehensive, proactive solution to prevent and address bullying among teenagers, both in physical and digital environments, by understanding the key motivations, pain points, and behaviors of those involved (victims, perpetrators, and bystanders) ?*

## **Key Performance Indicators (KPIs):**

### **1. Reduction in Reported Bullying Incidents:**

*Measure the decrease in bullying cases reported by students, teachers, and parents in a defined time period (e.g., 6 months or a year), focusing on both physical and digital bullying. This KPI will indicate the effectiveness of anti-bullying strategies in reducing incidents.*

### **2. Engagement and Participation Rates in Anti-Bullying Programs:**

*Track the percentage of teenagers, teachers, and parents participating in educational programs, workshops, or awareness campaigns. High participation rates would suggest that the solution is engaging stakeholders effectively.*

### **3. Improvement in Emotional Well-Being and Social Cohesion:**

*Use surveys or self-reports to assess changes in teenagers' emotional well-being and their sense of social inclusion or exclusion before and after the implementation of the solution. This will help measure the overall impact on the mental health and social dynamics of students involved in bullying situations.*