



Audience Persona

Name: Ava

Age: 18-22

Occupation: Student

Interests:

- Major Classes
- Cooking
- Music
- Travelling

Values:

- Family
- Positivity
- Education
- Personal Growth
- Friendship

Goals:

- Graduate from UC Davis
- Find a stable job in her field
- Find happiness

This is Ava. She is an undergraduate student at UC Davis and is excited to meet new friends and start becoming her own person. She has made many new friends in her classes, joined some student organizations, and even has a part time job. Whenever Ava has free time, she likes to relax on her computer, hang out with her friends, or watching movies. She constantly travels around campus with her phone and tablet, often for some entertainment between classes or on the bus. Although she was excited to leave home and step out of her comfort zone, she sometimes finds herself feeling stressed out and sad. She relies on her friends for help, which they are happy to give her, yet sometimes she doesn't feel like bothering her friends with her problems, because they have problems of their own. She has tried going to CAPS, but has a difficult time scheduling appointments and budgeting time for mental wellness.