

Victoria the victim



- Scared
- Lost
- Embarrassed
- Trapped

Goals

- Report the sexual assault she experienced
- Avoid the embarrassment/confrontation of reporting the incident to the school/police
- Protect other students that might experience the same fate
- Find guidance on what to do after experiencing sexual assault

Frustrations

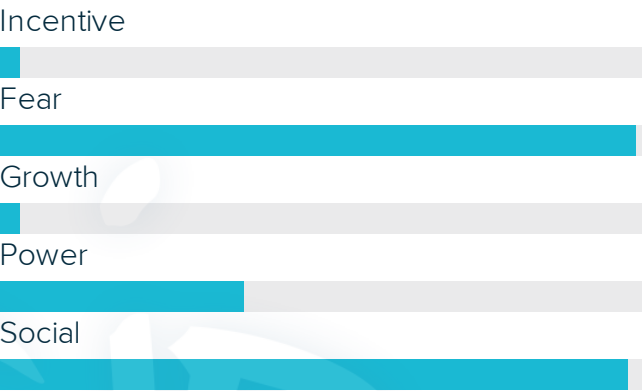
- She knows the abuser, and they have lots of mutual friends with her. She feels awkward and embarrassed about calling them out publicly, and worries about the impact it will have on her friendships with the mutual friends.
- Her embarrassment and feelings of violation make her feel trapped and lost on what to do next
- She does not trust the school or authorities to do a proper job of supporting her/punishing the perpetrator in a way that does not also harm her.

Bio

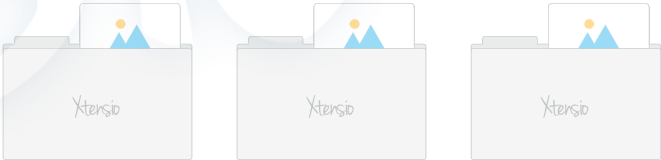
Victoria went to a party by herself over the weekend where she was drugged and raped. She is scared and confused on what to do next. The person who assaulted her has mutual friends with her, and she worries about the social consequences she could face if she pursues action against him with the school or police.

Furthermore, Victoria doesn't trust the school or police to do enough to help her get justice, even if she did report the incident. She wants to tell people to warn them they could be in danger at the party she went to, but she doesn't even feel comfortable telling people in fear that they might spread rumors of the sexual assault resulting in the same social consequences as reporting it.

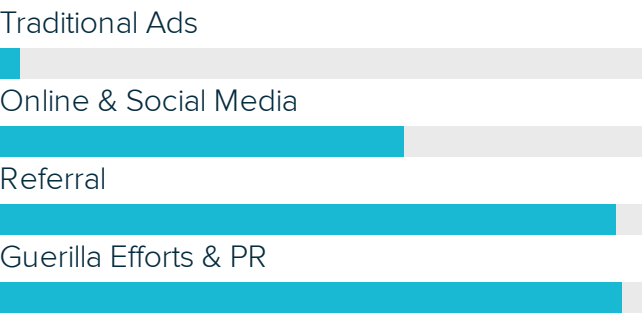
Motivation



Brands & Influencers



Preferred Channels



"I feel so alone, I dont know what to do.

Age: 19
Work: Student
Family: Single
Location: Riverside, CA
Character: Shy, introvert

Personality

