**Persona:** Thomas

**Age:** 13-15

**Annual Income:** 0

**Internet Usage:** All the time

**Relationship:** Single

**Education:** Middle/High School Student

**Technical Level:** Comfortable

**English Level:** Native



Thomas is a middle/high school student, around the age of 15, who does not enjoy learning using traditional methods. He often finds himself losing concentration and interest in his classes at school, resulting in his grades being low.

Thomas is very comfortable using technology since he uses it multiple times a day, both in and outside of school

In his free time Thomas is an avid gamer, like his peers, enjoying playing games that allow him to play in a fantasy setting

**Jargon Familiarity:** Medium/High

**Spare Time:** Medium

**Comfort With Technology:** Very High

**Social Media:**

YouTube: High

TikTok: High

Instagram: Medium

Twitter: Medium