

USER PERSONA



Alex Wick
High School Student

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|----------------|-----------------------|
| Age: 16 years | Education: 11th Grade |
| Sex: Male | |
| Country: Kenya | |

BIOGRAPHY

Alex wakes up early every morning to get ready for school. He lives with his parents and younger sister in a suburban area. After a quick breakfast, he heads to school, where he is an active member of the soccer team. During lunch, he often hangs out with his friends and sometimes witnesses bullying incidents, which make him feel uncomfortable and helpless. After school, Alex spends time on social media, where he sees both positive and negative interactions. He wishes there were better ways to report online harassment without fear of retaliation. In the evenings, he does his homework and watches movies or listens to music to unwind.

GOALS AND OBJECTIVES

- Feel safe and supported at school.
- Receive understanding and empathy from peers.
- See effective measures against bullying.

PAIN POINTS AND FRUSTRATIONS

- Unclear about anti-bullying policies and their specifics.
- Experiences significant emotional distress from witnessing or experiencing bullying.
- Fears retaliation or perceives reporting as ineffective when trying to report incidents.
- Faces online bullying through social media.

"I feel really scared when I see someone getting bullied because I don't know what to do."

DRIVERS

- Feel safe and supported at school.
- Receive understanding and empathy from peers.
- See effective measures against bullying.

BEHAVIORS AND HABITS

- Attends school, participates in soccer practice, spends time with friends, and uses social media.
- Plays soccer, listens to music, and watches movies.
- Active on Instagram and TikTok.

EXPECTATIONS

- Expects clear and accessible information about anti-bullying policies.
- Expects robust support systems including trusted adults and peer mentors.
- Expects anonymous reporting mechanisms to alleviate fears of retaliation.