



Katrina Johnson, age 14
Service User (potential School Clubs ambassador)
Port Elgin, ON
Youth experiencing bullying seeks accurate info to understand her situation and discover what to do next

Bio/Background
Katrina just started high school and is struggling to make friends. She is being bullied by some older kids in her school and doesn't feel like she can open up to her family about what is happening.

Personality:
Introvert
Intuition
Thinking
Perceiving

Brands:
Social platform: Snapchat, Instagram (private)
Hobby/Interest: Horses, Photography
Restaurant: Subway
Clothing: H&M, Forever 21

Goals/Motivations/Wants
Normalization and validation that she is not alone
Relevant/accurate information on topics
To know someone is there if she needs to reach out
Wants to find like-minded peers

Frustrations/Barriers
Concerned about privacy
Doesn't find it easy to open up
Doesn't have a smartphone

Not tech savvy



