

PERSONA



Name: Jamie Taylor
Age: 16 years old
Grade: 10th Grade (High School)
Location: Urban area, California, USA

"Sometimes, it feels like no one knows how to report bullying safely."

"I hate seeing someone left out or bullied—it makes me feel like I have to step in, but it's hard when adults don't help much."

Jamie is an empathetic and proactive student who often finds themselves advocating for fairness and inclusivity at school. They are deeply affected by witnessing bullying and actively look for ways to help their peers feel safe.

Frustrations and Pain Points:

- Lack of clear, accessible reporting mechanisms for bullying incidents.
- School authorities dismissing or not adequately addressing harassment cases.
- Fear of cyberbullying, which feels pervasive and hard to escape.

Fears:

- Being targeted themselves for standing up for others.
- That their voice won't be taken seriously by adults in the school system.

Drivers:

- A strong sense of justice and a desire to make the school environment better for everyone.
- Inspired by peers who share their values and take initiative in addressing harassment.

Goals and Aspirations

- To help create a safe, inclusive school culture.
- To ensure their peers feel supported when facing bullying.
- To promote awareness and effective solutions among students and school staff.

Habits:

- Frequently uses social media platforms like Instagram, TikTok, and Snapchat.
- Participates in peer-group discussions, both online (Discord) and offline.
- Regularly attends school-organized events and workshops on mental health and anti-bullying.