# Teens

**Age Range:** 10 to 19 / 10 to 24 (WHO)  
**Occupation:** Student/Unemployed  
**Living status:** Stay at home (leech)

Profile summary  
Australia’s “teen” population is a little over 1 in 8 (over 3 million)

## Personality Characteristics (differs)

* Want to be independent
* Risk-seeking (rash)
* Extraverted
* Romantic (hormonal)

## Interests/ behaviours

* Music
* Video Games
* Love (Dating)
* Fashion & Style
* Media
* Sports
* Technology

## Motivations

* Friends (social)
* Selfish (what’s in it for them)
* Having a voice (an outlet to speak)
* Achievements

## Frustrations

* School
* Parents (Rebellious)
* Pressure (Peers, parents, expectations, etc)
* Judgement
* Relationships (Friends, affectionate, etc)
* Acne
* Mental Illness
* Maturity / Treatment

## Influences

* Television
* Popular Culture (Celebrities, media, trends)
* Family and friends
* Social Media

## Media

Teenagers **primarily** consume the following media (PEW Research Center 2018)

1. Youtube
2. Instagram
3. Snapchat
4. Facebook

## Empathy map

|  |  |
| --- | --- |
| **THINK**  Parents told me to eat this  They say this is good for me  I look/feel fat  Those people are so skinny | **FEEL**  Anger  Frustration  Insecure  Lazy |
| **SAY**  I hate eating this  Junk food tastes great  I don’t have time to make something  I don’t know how to cook  It’s too hard to make food  I burn everything | **DO**  Not eat a certain food if he/she dislikes it  Consume large amounts of food  Throw away food that they forgot to eat/ expired food  Snack constantly  Regularly consume unhealthy/junk foods |

**Problem statements**

*Food waste: food that is still safe and nutritious for humans to consume but is discarded away*

How might we incentivise teenagers to eat better?

How might we help them manage their diet better?

How might we help manage their consumption better?

How might we help teenagers work together with their family in managing their food?

How might we reduce food waste introduced by teenagers?

How might we deal with leftover food produced by teens?

How might we alleviate some of the frustrations teens face and reduce food waste?

How might we create a good environment around food?

How might we tie in food waste with the interests of teens?