

VIVIENNE JONES

THE SOLO STAR

Vivienne is a 17 year old high school senior. She grew up in the 7th Ward with her mom and grandma. She is your typical mostly B, occasional C, student. She works 25 hours a week at Popeyes, is always exhausted, and hands in every school assignment late. She's not sure how she pulled it off, but she scored in the 85th percentile on her SATs. She and her boyfriend, Trey, are always arguing because he thinks her schedule is too hectic. "Vivienne you're a kid. Your mom is supposed to be taking care of you!" He doesn't understand that Vivienne **HAS** to work. The only allowance in her house is the fact that she's allowed to live there. Between trying to keep the lights on and managing grandma's medical bills, her mom has enough on her plate. Besides, some weeks it's Vivienne's few dollars and meals from Church's that keeps them afloat.

She hasn't told anyone about her SAT scores. Her mom would stress about who was going to pay for college, and her BFF Dion can sometimes get competitive about school. Someone must have told the school guidance counselor, Ms. Blake, she stalked Vivienne for days. If she had any free time she would join a youth mentorship organization. Her cousin Sheila belongs to a group called DBI and they're always advising her about college and other stuff.

In a moment of weakness, and in need of "guidance," she visited Ms. Blake's office 2 weeks ago. When she explained that college applications and tuition were stressful, "I'm exhausted, can't sleep, barely eat. I don't even want to get out of bed some days." The first question Ms. Blake asked her was whether she was pregnant. 🙄 And she looked real skeptical when Vivienne said that she "wasn't sexually active." Ms. Blake said "Any girl would love to have all of the college choices that Vivienne has. You're beautiful! Plus, effortlessly shedding a few pounds? Believe me, you're doing fine" She walked Vivienne out saying "Sharing your good news with your mom and getting some rest" would solve her problem."

It's been two weeks. The thick college packets keep arriving. She still hasn't told anyone about her SAT scores, but she has started smoking weed with her cousin Ace sometimes. He told her it would take the edge off, and it does. She doesn't want to think about college, Trey, or work. She doesn't want to feel anything, and she's finally found something that works.

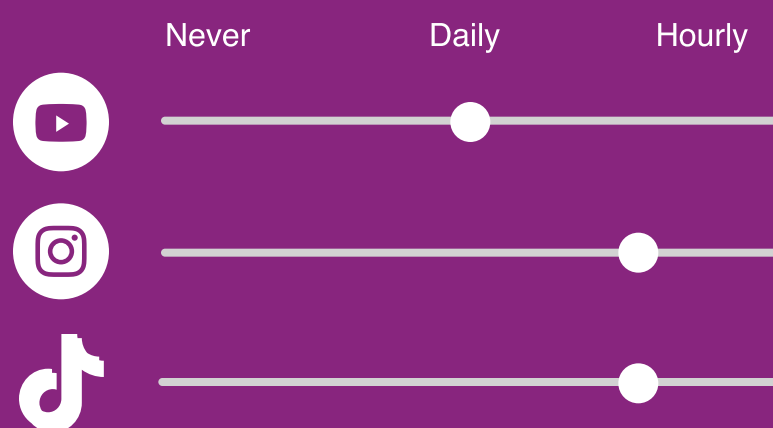


"I feel so alone and don't know where to turn. The guidance counselor said I seemed fine."

PAIN POINTS

1. She can't sleep, doesn't want to speak with friends, nothing is bringing her joy.
2. She doesn't even know who she can share good news with.
3. The nice guidance counselor lady thinks she's doing fine.

DIGITAL ACTIVITY LEVELS



NEEDS & INTERESTS

- TikTok
- Dance
- Friends
- Hip Hop music
- Baton/Flag Twirling

MOBILE DEVICES



FAVORITE BRANDS

	The Downturn	Withdrawal	Decline	Outreach		
Happy						
Neutral	🙄		🙄	🙄		
Unhappy		😞	😞	😞		
Experience	<ul style="list-style-type: none"> Working 25 hours a week at Church's Chicken. Feeling exhausted trying to maintain school, work, and a relationship. Not complaining because everyone she knows is struggling. 	<ul style="list-style-type: none"> She breaks up with her boyfriend but none of her friends want to talk about it. She does well on her SATs, but it makes her feel isolated. She doesn't tell her friends because she doesn't want to seem like a show off. She also doesn't want her mom worried about tuition fees. 	<ul style="list-style-type: none"> Vivienne visits the school guidance counselor to discuss her feelings about college and her emotions. The counselor asks her if she's pregnant when she describes how she's been feeling. The counselor discredits her feeling because she looks beautiful and pulled together. 	<ul style="list-style-type: none"> She starts smoking weed with her cousin Ace to numb her feelings. Continues to isolate and not engage her family or friends. 	<ul style="list-style-type: none"> She's started dating Trey again. He doesn't want to discuss her going to college in another state. She told her BFF about the SAT results. She was excited but seemed distant. She finally tells her mom why she was receiving so much mail. She was so excited for Vivienne. 	<ul style="list-style-type: none"> Her mom begins asking the stress inducing question about how Vivienne is going to pay for college. She doesn't want to deal with Ms. Blake again, and none of her friends are opening up about financing college.
Opportunities	<ul style="list-style-type: none"> A clear visual of how stressful her predicament truly is. Something to validate her feelings. 	<ul style="list-style-type: none"> A safe place she feels comfortable expressing her sadness and joy. 	<ul style="list-style-type: none"> Culturally competent support. A place where her emotions are not discredited. 	<ul style="list-style-type: none"> Reminders to stay connected to a support network. Information for local therapy/counselor. 	<ul style="list-style-type: none"> Network of teens experiencing the same journey outside of her community. Realistic AI Chatbot 	<ul style="list-style-type: none"> Stories that resonate and are inspiring for academic/career goals. Easy to use college funding resources.