

JACKSON AUGUSTE

THE SELF-RELIANT STRIVER

Jackson is a 15 year old living in New Orleans with his mom and brother. He is a sophomore at Edna Karr High School, where he's always been an overachiever. He feels hopeful about his future plans to attend college so that he can develop more career opportunities. However, this year has been tough on him. After not making the football team at school, he's been in a rut, losing motivation to do well in school. Now he's not passing chemistry and feels too overwhelmed to get caught up in the class.

His outlet for coping with this stress is to play Call of Duty with his friends online for hours after school. It's an escape from facing the reality of his emotions. In school, he finds himself lashing out at classmates for things that wouldn't have bothered him before. He's frustrated and doesn't completely understand these new feelings and how to manage them. He can't talk to his friends about it because he doesn't want to come across as weak. His mom is constantly exhausted from working two jobs, so he doesn't want to burden her with his problems. He doesn't know how long he can keep pretending that he's alright.

He knows he has access to a therapist through his youth community group, but he doesn't see therapy in a positive light as his mom has always mistrusted doctors.

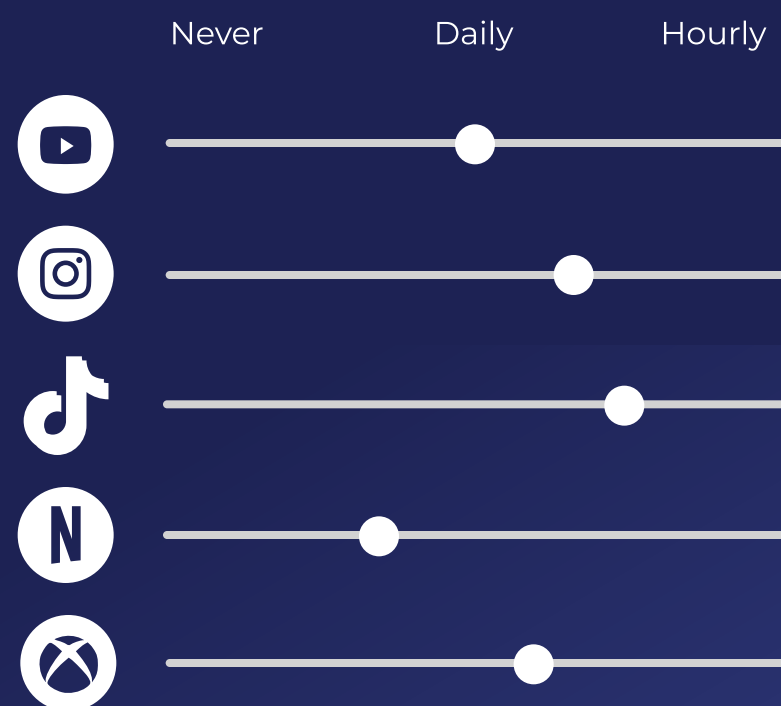
PAIN POINTS

1. Doesn't understand the feelings he's experiencing.
2. Feels like he can't share his emotions with friends.
3. Doesn't know where to turn for mental health support that he can trust.

NEEDS & INTERESTS

- Basketball & football
- Family
- Gaming community
- Regular exercise
- Music
- Autonomy

DIGITAL ACTIVITY LEVELS



"I thought I could handle it on my own, but now I'm not so sure"

MOBILE DEVICES



FAVORITE BRANDS



	The Downturn	Withdrawal	Decline	Outreach		
Happy						
Neutral						
Unhappy						
Experience	<ul style="list-style-type: none"> Excited about starting his sophomore year of high school. Feeling inspired and hopeful about his future after going on a few college tours out of state. 	<ul style="list-style-type: none"> Struggling with more advanced classes this year and the teachers aren't a big help. Devastated about not making the football team. 	<ul style="list-style-type: none"> He starts to feel left out because most of friend group made the football team, and now they don't have time to hang out. He finds escape in playing Call of Duty online with his gaming community. 	<ul style="list-style-type: none"> Feels overwhelmed by his chemistry class and not motivated to try and improve his failing grade. Becomes more invested in gaming, spending twice the amount of time playing video games after school. 	<ul style="list-style-type: none"> During basketball sessions with friends, he finds his performance going down and is getting agitated and frustrated more easily. In school, he begins lashing out at classmates for small things and getting disciplined by the school and the police, which has never happened before. 	<ul style="list-style-type: none"> His mom shows support but he doesn't want to burden her with his problems. He keeps his feelings bottled up inside, even though he knows he could use some guidance. He doesn't know where to turn for help.
Opportunities	<ul style="list-style-type: none"> Encourage tracking of positive events and feelings along with the negative ones. 	<ul style="list-style-type: none"> A place where he can always find words of encouragement or stories about perseverance. 	<ul style="list-style-type: none"> A safe space to connect to peer support and online communities. 	<ul style="list-style-type: none"> Reminders to stay connected with their support system and remaining physically active. 	<ul style="list-style-type: none"> Resources for understanding and managing difficult emotions. 	<ul style="list-style-type: none"> Easy access to vetted therapists who are culturally competent.