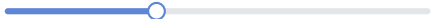


TARGET USER: DR. JON HOWARD

Image not found:
jon-howard-profile.jpg

Age: 27
Occupation: Sociology Lecturer (Recent PhD)
Location: Lawson Lakes, AU
Origin: United Kingdom
Income: Underpaid

TRAITS & COMFORT

Introvert  Extrovert

Passive  Litigious

Tech Novice  Tech Savvy

Legal Literacy:

UK System 

AUS System 

Patience for HR 

"I just wanted to teach sociology, but now I'm navigating a chaotic university merger and dodging defamation writs from a tenured Law Professor filming Tik-Tok/Instagram culture-war reels with a wireless lapel mic."

BACKGROUND

Jon moved from the UK to complete his PhD at **Australasia University**. He became a sociology lecturer three months ago, timed perfectly with a chaotic campus mega-merger. He is currently caught between a historical wage-theft audit and a high-stakes standoff with a tenured Law Professor who spends hours lobbying state parliament, producing viral vertical-video culture war content, and serving defamation threats to members of the public who question her conduct.

CORE LEGAL NEEDS & GOALS

- **Employment & Contract Law:** Needs to figure out successor liability. Who is legally responsible for his historical underpayment now that the old university technically no longer exists?
- **Defamation & Tort:** Called the influencer academic's viral legislative campaigns and campus petitions "bad-faith algorithmic moral panic" in an op-ed. Received an intimidating Section 12A Concerns Notice from her legal counsel.
- **Cross-Jurisdictional Translation:** Needs to quickly grasp the differences between UK and AUS case laws, as his British assumptions keep getting him into trouble.
- **Administrative Law:** Wants to understand basic administrative law procedures and case laws so he can file an airtight, formal grievance against the university without being dismissed on a technicality.

PAIN POINTS & FRUSTRATIONS

- Facing digital swarming and coordinated brigading from bot accounts across the country.
- HR is using merger transitional chaos as an excuse to ignore both his wage claims and his harassment complaints.
- Cannot afford a commercial defamation barrister on a junior Level A academic salary.

TECH ECOSYSTEM



APP FEATURE EXPECTATIONS (SOFTWARE ENGINEERING NOTES)

To successfully onboard users like Jon, our legal aid app needs to abstract complex legal theories into actionable, bite-sized modules. The UI must intuitively explain basic concepts of legal elements without overwhelming the user with legalese.

Required UI Modules for this Persona:

Merger & Liability Checker

Concerns Notice & Defamation Shield

Academic Freedom vs. Code of Conduct Guide

Admin Grievance Action Wizard

Secondary User: Dr. Skye Morrison

Age: 29
Role: Media Studies Lecturer
Following: 100k+
Reach: 

GOALS

- Turn every staff dispute into content.
- Keep a public image of the "wronged" academic.

"If it isn't on camera, did it even happen?"

PAIN POINTS

- Legal letters arrive faster than the views do.
- The merged university's new social media policy is still undecided.

PLATFORMS



DESIGN IMPLICATIONS

- Defamation guidance must also be usable by the party making the threat, not just the one receiving it.