MAKAYLA IVANOVA
STUDEN T

DESCRIPTION

Makayla is an 18 year old who is outgoing friendly person who enjoys spending time at University with her friends. She is in her second year of Sport Science at Massey University. She thoroughly enjoys socialising and enjoys doing things with other people. She likes to use the app to test her friends and then discuss the answers. She is engaged with her studies but at times gets behind when she prioritises her extracurricular activities and needs to use the app to catch back up.

WORK EXPERIENCE

Activities:
- Socialite who enjoys going to cafes and drinking coffee with her friends
- Plays many kinds of sports, including cycling, rock climbing, football
- Has a part time job

Attitudes
- Goes to most of her lectures, more of less up to date in all notes
- Gets average grades
- Casual person who doesn't need to know all of the details
- Busy with extracurricular activities
- Enjoys her studies but it is not her main focus

Aptitudes and Skills
- Sporty, Outgoing
- Friendly, view university as a team goal, rather than personal challenge
- Kind, spends time with friends, ensures no one gets left behind in their studies
- Visual learner, learns by seeing and doing, rather than listening and writing

Motivations
- Learn interesting and exciting things
- Get into a role where she can be outdoors
- Pass the course with a reasonable grade that will assist her to find the right work
- Finding new and fun ways to learn and succeed so that she has time for her sport
- Have fun while learning
  Wants to be able to share and discuss while learning with friends

Expected Use of App 80%

Risk Tolerance 70%

Domain Knowledge 40%