**PERSONA 3: Chicca**

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| Words Without Borders: Afro-Italian Women Writers |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Chicca was an exchange student to the United States last year – she loves America and American culture and products. She is working on perfecting her English, and would like to go and work in The States sometime in the next few years.  All her friends in the States had smartwatches, they are not as popular in Italy, so this was quite a new thing to her. She is really keen to get one too. | Chicca is a student, and doesn’t have a huge income –her parents cover all her daily living and study costs, but, after they paid for her trip to America, they told her that she needs to save money from birthdays etc. for extra-curricular activities and for any luxury item she wants to buy.  She doesn’t have a part-time job or any way to earn regular money, as she is very busy with her studies. |
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| **QUOTATION** | |
| **I can’t live without my mobile, I probably spend 10 hours a day on it at least!** | |
| **NAME** | |
| Chicca Maggiore | |
| **AGE** | |  |  |
| 22 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Chicca likes to have the newest, most “in” thing, and she wants something visible to wear that sets her apart from others, and maybe shows she’s travelled. A lot of the other young people that are studying alongside her have rich parents and can have anything they want – the newest and most in thing, the newest and most expensive mobile phone. She really wants to get a smart watch before it becomes the must-have thing in Milan – she wants to be the trendsetter for once. | **BOOKS** |
| Female | | **Only really reads books for her course** |
| **LOCATION** | | **BLOGS** |
| Milan, Italy | | **Fashion and travel blogs – nothing regular** |
| **OCCUPATION** | | **CONFERENCES** |
| Full-time student (Art History) | | **She can’t think of why she would go to a conference? Maybe when she is a professional?** |
| **JOB TITLE** | | **EXPERTS** |
| Doesn’t work | | **Her parents, her friends, her American friends** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| At University now | | **Can’t afford magazines – relies on hand-me-downs from mother, friends. Likes Vogue Italia** |
| **ANNUAL INCOME $0 (parents cover costs)** | | **WEBSITES** |