Persona

**Name**: Amy

**Age**: 23

**Occupation**: Full Time Paramedic

**Education**: Pursuing a bachelor’s degree in medicine

**Personality**: Amy is a very compassionate and caring person which are some of the key attributes needed to do her job as a paramedic. She is in a relationship and doesn’t go out drinking much so when she’s not in work saving lives, Amy spends time with her loved ones usually at home. One of her favourite things to do in her spare time is to watch movies.

**Background**: Amy comes from an average-income household and family of 4, both her parents and a brother.

**Challenges**: Amy faces several challenges, limited time being one, as household responsibilities, work, social circle and her studies all combine to create a very time constrained lifestyle. Amy’s job is very stressful which mentally challenges her and more often than not leaves her mentally drained after long 12+ hour shifts. Amy often needs time to unwind and relax, to let her mind rest and pick itself back up.

**Goals**: Amy's goal is to complete her degree and secure a higher income job which is also less stressful than being a first responder.

**Frustrations**: Amy’s frustration comes after a hard long day at work finally getting in bed and having some time to herself to unwind and relax, now having to think about what comedy to choose to watch on a streaming service purely based on a small description and a snippet. After a long decision and time wasted going through a mountain of different options, Amy often makes the wrong decision and wastes another 2 hours on watching movies which turn out to not be great.