Persona -Jie Lan

https://imgur.com/a/8ozwOQF



Name: jinyan Liu

Age:32

Job: Popeye’s cashier at Flushing, her salary is 15$/hour. Totally 525 $ per week.

Live in Brooklyn

Single

Family: live with parents and cousin in a public department. All of them came to America at 2016.

Education: She has a bachelor degree in art design from Guangzhou University at China

Background: She had 5 years of fashion design experience in China. She was a team leader of ten people in her pre-company.

Typical day: She need to work 5 days a week. During her weekday, she needs to get up at 8:00 am. After breakfast and makeup, she needs to take N train to Flushing, which takes her more than 3 hours on the train. Once she arrives the store, she need to order food for customers without stop. Only when there is less customer around 2 pm, she can have half hour break to eat some food. She is a pre-fashion designer at China. She is not happy with this job. She can’t discuss fashion design with her colleagues. Around 4 pm, she will finish her one day work and go home. During the weekend, she will attend an English ESL free workshops at Chinatown. But that is not a good organized class, she can’t learn too much from that. At nighttime, when she arrive home, she will spend some time on English and also watch some fashion design news.

Needs:

1. She want to learn more English in an organized way, instead of from some small non-organized workshop.
2. She want to continue her career in fashion design, even a startup is ok for her.
3. Have a master degree at America helps, but it takes a lot of time to prepare language test and gre or gmat. It also cost a lot of money. So this is not her first option now.