

# Terry



**Persona Type:** Socially introverted, time rich teen

**Occupation:** NEET

**Age:** 20      **Gender:** Male

**Backstory:** Terry, who lives with his parents in his small home town, finds himself with the time to spend searching for a job, but fails to find the opportunities. Meanwhile the majority of his friends from school have moved away, either for work opportunities or university. This has left him isolated, and without any financial independence he's become increasingly isolated.

**Frustrations:** Terrys' main frustrations are primarily about his lack of social and financial mobility, he feels trapped by both his circumstances and shyness, he struggles to break free of his dependence on his parents.

**Ideal experience/goals/aspirations:** Terry wants to have access to greater independence. Both social and financial. He would like to turn his spare time into productive, valuable time, either social or working.

# Jennifer



**Persona Type:** Middle Class, A-Level education, Home-dweller

**Occupation:** NEET

**Age:** 20      **Gender:** Female

**Backstory:** Jennifer lives at home, having passed her A-levels. She's currently struggling to decide her next move, whether to continue with her education or to start working. She lives a comfortable life style at home with her

parents so has had little urgency to make a decision until now, as her parents insist she needs to begin paying rent or become independent.

**Frustrations:** Ambiguity about future choices, Jennifer feels overwhelmed by her options, and that she feels she has no time to decide as her parents have delivered an ultimatum on her home-living situation.

**Ideal experience/goals/aspirations:** To have a clear path for the future, that is fulfilling and satisfying.

# Jake



**Persona Type:** Self aware urban dweller, intimidated by independence

**Occupation:** NEET

**Age:** 24      **Gender:** Male

**Backstory:** Jake is exercising less as he becomes more and more confused about how to move forward. He feels like he is in deadlock about the next next steps he should take. Jake wants to be veterinary nurse but doesn't know how to take the first steps towards making this a reality, or where to find the information to do so.

**Frustrations:** Lack of knowledge about home cooking holds his healthy eating back. A lack of a professional network to support his goals has made taking the first steps in his career intimidating.

**Ideal experience/goals/aspirations:** Connect with someone on a personal level who can offer insight into professional development, without having to have the difficult conversation with an unemployment office,