

# Persona



**Maja Schmidt (24)**



Laim, Munich in a studio apartment



After graduating from High School, Maja completed her apprenticeship as a nurse. She works in shifts in the emergency room at the LMU University hospital.



Maja's hobbies include jogging, partying and crafts.



## Personality

**Maja** is a positive and joyful person. She likes her job and is a encouraging and supportive person for her family, her friends and patients. Sometimes she is a bit stubborn as well as naiv



## Goals

- Getting advanced training in intensive care
- Working more nightshifts for extra payment
- Move in together with her boyfriend into a bigger flat



## Frustration

- An approximately 40 minute ride with puplic transportation (bus, tube, by foot) from home to work which can cause a feeling of unease, especially during the night and early morning
- Cancellation of public transport when going home from work or after partying => this happens ocassionally and then Maja sometimes walks home
- Maja tends to call her boyfriend when she walks home during the night and feels anxious but she does not like to do that as she reckons it is rather disruptive



## Needs

- Something that makes her feel saver during the nights when she is out on the streets and gives her a little more autonomy