

User persona card 3

MAX SORRELL | October 23, 2024

Venus Gruff



Age 22
Location Bath
Occupation Student
Family Yes
Income £11,000/year

Frustrated

Local

Devoted

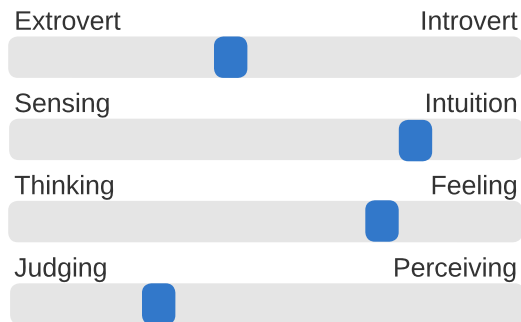
Bio

Venus is a student at Bath Uni. Recently, they were hit off their bicycle whilst getting around Bath, and have broken their arm and injured their legs. Whilst this is only temporarily, Venus is getting increasingly frustrated by the adjustments she is having to make. Furthermore, her time is being wasted in a legal battle with the driver who hit her off her bike, and these things are causing her a lot of stress. Her friend Sarah has become her temporary carer, since they live in the same student accommodation. She can't afford anything since she doesn't have much savings and can't earn any money at the moment.

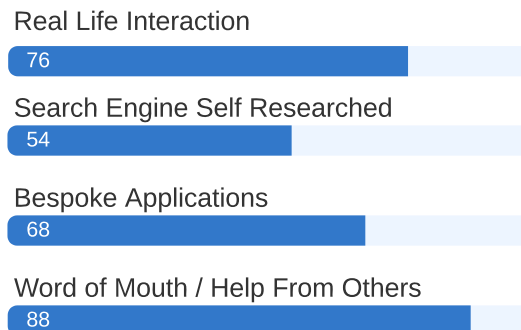
Goals

- Wait for her body to heal.
- Win her legal battle.
- Pay back her friend Sarah who is helping her out a lot during this period.
- Do something to pay for her bills.

Personality



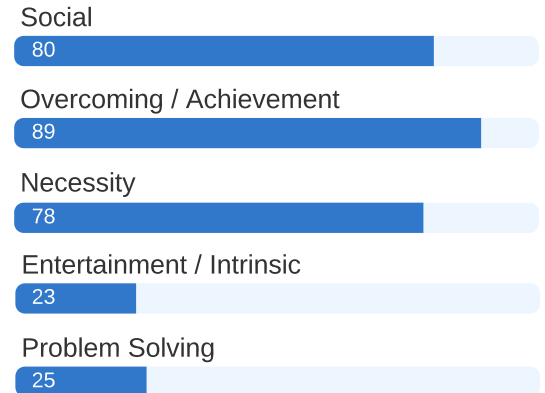
Preferred Information Channels



Frustrations

- Annoyed at herself for getting hit off her bike.
- She can't work or do things for herself.
- Her time being spent on the legal battles.
- She doesn't have any money until her case is ruled.

Motivations



Brands

