

User persona card 2

MAX SORRELL | October 23, 2024

Kate Maistrenko



Age 22
Location Bristol, England
Occupation Student
Family Yes
Income £12,300/year

Outgoing

Driven

Friendly

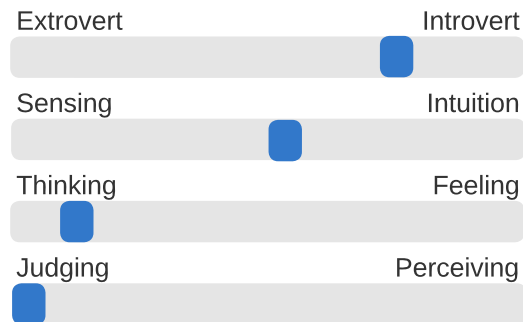
Bio

Kate is a student at Bath Spa University. She has a part time job which she works alongside her studies, but finds it unsatisfying and so tries to find other avenues for socialising. Kate's family are close. She has recently moved countries due to war, and has found this to be tough, though she has fit in well with her peers and is well-liked. She aims to do more things out of her comfort zone this year despite her ADHD making this harder.

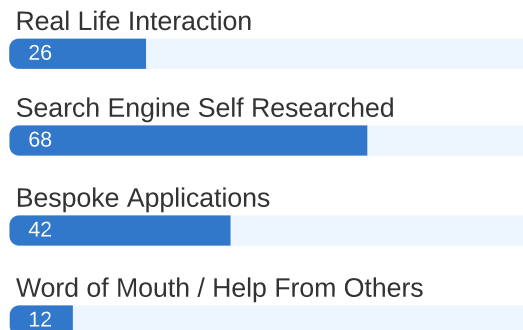
Goals

- Graduate Bath Spa University with a first or a 2:1 in computing.
- Use her University degree to land a better, more fulfilling job, which pays more.
- Plan a walk around Bath for her upcoming trip with her book club

Personality



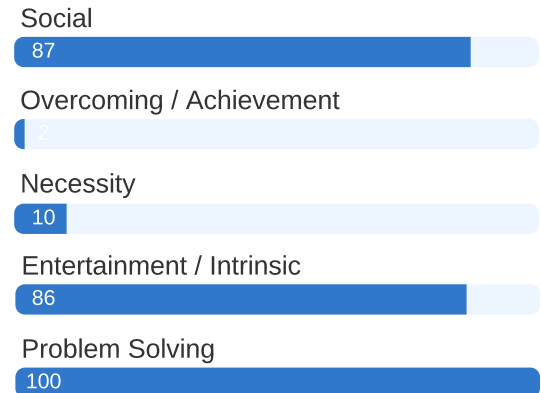
Preferred Information Channels



Frustrations

- Russian war on Ukraine.
- Poor management at current job.
- Adjusting to a foreign country.
- Unclear IKEA instructions.
- ADHD making certain aspects of life harder.

Motivations



Brands



BATH
SPA
UNIVERSITY

