

## User persona card 1

MAX SORRELL | October 23, 2024

# Vicky Barrows



**Age** 15  
**Location** Bradford-on-Avon (UK)  
**Occupation** None  
**Family** Yes  
**Income** £0/year

Shy

Community

Friendly

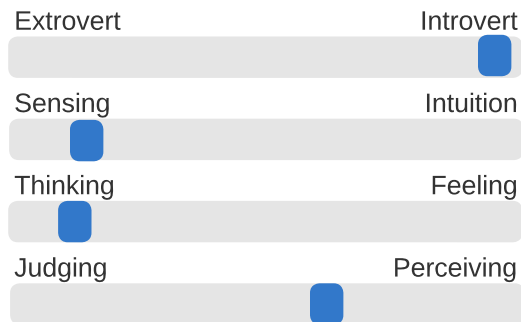
### Bio

Vicky is a student at St Laurence School. Soon, they hope to leave the school for an apprenticeship in the trade. They used to work part time at a local pub but they don't consider it a proper job. They quit so they could focus on their GCSEs, which they will need to get a good apprenticeship. Vicky's family are unsupportive of their coming out, and are threatening to kick them out of the house. Vicky's close friend has a house where they have agreed they can stay in this scenario.

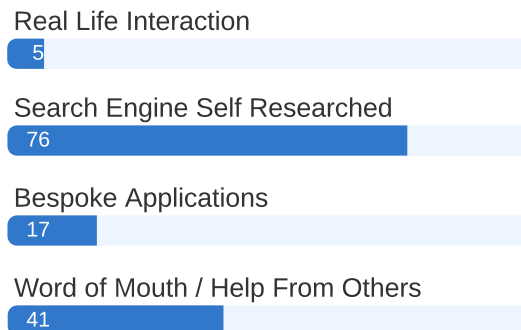
### Goals

- Get good enough GCSEs that they have a good range of apprenticeships which they can land following secondary school.
- Improve at their trade.
- Try more hobbies.

### Personality



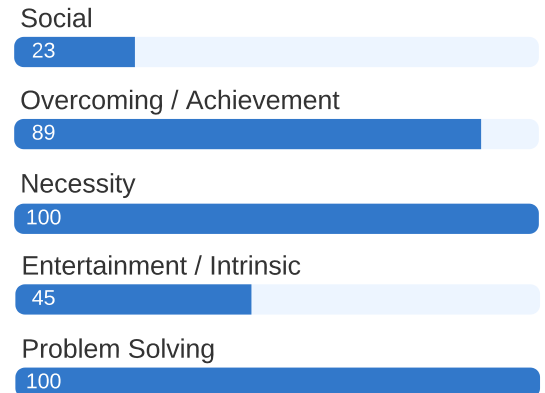
### Preferred Information Channels



### Frustrations

- Ignorant parents
- No job to support themselves.
- Worsening political conditions of the UK.
- School teachers.
- Not fitting in with other members of the LGBT community.

### Motivations



### Brands

