

# Persona: Seweryn



## Demographics:

Name: Seweryn

Age: 30

Profession: Construction Engineer

Lifestyle: Frequent travels and moving to different places

## Biggest Fears:

-Fear of making grammar mistakes while speaking, so he would sound unprofessionally.  
He is also afraid that he will not remember of all the professional vocabulary.

## Challenges:

Limited time: Seweryn works 10 hours a day, 6 days a week.

## Goals:

-Speak English fluently in order to communicate with investors  
-Be able to travel and live abroad

## Educational needs:

-Effective blended-learning: 1:1 lessons +microlearning with apps  
-Learning professional vocabulary  
-Usage of professional language in conversations

## Motivation:

-Career development  
-Efficient communication with investors