

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 inprofessionally.
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 inverstors
-Be able to travel and live abroad

Educational needs:

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

Motivation:

-Career development
-Efficient communication with investors