**PERSONA – Kelly Petrowski (Student)**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Goals:  Secure a suitable job that aligns with her work culture needs after graduating  Complete further study to qualify for exotic animal nursing.  Purchase her first car.  Motivations:  To obtain good grades and excellent letters of recommendation from her professors to assist in further training opportunities.  To be able to manage her time effectively to get the most out of both school and social events. | Kelly is very tech savvy and can quickly pick up most devices and competently use them but gets easily distracted when operating any device.  She gets overwhelmed with too much noise and struggles to handle being in large crowds.  Kelly is still studying so she has no real work experience and worries that it will be a struggle to get her career off the ground.  Kelly had extensive medical issues that disrupted her education plans. With hard work she hopes to regain control and get her education and career path back on track |
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| **QUOTATION** | |
| **“If you always do what you’ve always done, you’ll always get what you’ve always got.”** | |
| **NAME** | |
| Kelly Petrowski | |
| **AGE** | |  |  |
| 24 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Because Kelly has a student income, she has very low disposable and cannot afford most branded products or top of the line devices.  Kelly also has ADHD and struggles to manage her time effectively between class, study, part time work and social engagements.  Due to an accident Kelly has a medicine regime that needs to take priority. It can be slightly flexible but is generally unadaptable. | **BOOKS** |
| Female | | **BSAVA Veterinary Nursing** |
| **LOCATION** | | **BLOGS** |
| Palmerston North | | **RSPCA Newsletter** |
| **OCCUPATION** | | **CONFERENCES** |
| Student/ Volunteer | | **-** |
| **JOB TITLE** | | **EXPERTS** |
| RSPCA Volunteer | | **Dr Chris Brown** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| NCEA Level 2 | | **Pet Life Magazine** |
| **ANNUAL INCOME** | | **WEBSITES Tik Tok** |