



## Joana Alves

“A dream does not become reality through magic. It takes sweat, determination and hard work”

Determined

Intelligent

Honest

### Motivations

- Her main focus is finding a way to work as a partner at a big and prestigious consulting firm. For that she'll need a network, grades, side projects and volunteering experiences
- She would like a livelier social life, even though her aspirations mean she'll probably have to put that on the back-burner for a few years

### Frustrations

- She hates rushing to do things or pointlessly wasting time. Instead Joana likes a middle ground where she quickly finishes all her tasks a lot of time in advance
- Her parents' (perceived) poor financial status has given her a deep-rooted fear of being poor or failing to advance her career

### Profile

Joana is a hard-working 19 year old student trying to pursue a career in consulting with one of the Big Four. She's originally from Beja and has been accepted into FEUP and now quickly needs to find a place to live.

Her career aspirations mean that she has no time for a part-time job and, as her parents don't have enough money for an entire apartment, she'll need roommates.

Joana doesn't see this as a negative though: she's all about efficiency and maybe this will be an easier, faster way to make friends.