



# Maria

" I want a job that i love and to give my daughter a better future"

## ✨ Demographics

- 🚀 **Age:** 28
- 🚀 **Education:** College
- 🚀 **Location:** Coventry
- 🚀 **Family:** Single parent
- 🚀 **Occupation:** Server

## 📌 Goals

- 👍 Continue web development studies
- 👍 Start freelancing
- 👍 Find a job in tech

## 😡 Fustrations

- 👍 Work leaves her physically and mentally drained. She has no energy for studying or research. Language is a barrier.

## 🎉 Brief Story

Maria is a refugee and works in a cafe. She took online tech courses back home, but has only recently started attending workshops, after 2 years away from her studies. Her go-to social media app is WhatsApp as she can easily (and for free) contact friends and family back home. She currently does not use LinkedIn or Twitter, but has Facebook and an inactive Github account. Maria and her daughter live with their host family in Coventry. She is a sociable person in real life and likes to bake cakes for her friends.



# Andrew

## ✨ Demographics

- 🚀 **Age:** 35
- 🚀 **Education:** University
- 🚀 **Location:** London
- 🚀 **Family:** Single
- 🚀 **Occupation:** Accountant

" I want the freedom to create products that I designed"

### 📌 Goals

- 👍 Change career to software development
- 👍 Move back to Birmingham
- 👍 Connect with other tech lovers

### 😡 Fustrations

- 👍 Continually hitting career obstacles at work and not being allowed to grow. Does not know many people in Birmingham now.

### 🎉 Brief story

Andrew is a qualified accountant, but looking to change his career. He has a good job, no mortgage and has plenty of disposable income. He has completed some online courses in JavaScript and is on the look out for a suitable full stack bootcamp. He is active on LinkedIn and Slack. He is a new codebar student.



# Nicki

## ✨ Demographics

🚀 **Age:** 20

🚀 **Education:** College

🚀 **Location:** Birmingham

🚀 **Family:** Single

🚀 **Occupation:** Photographer

" In the future I may also build websites for other photographers"

### 📌 Goals

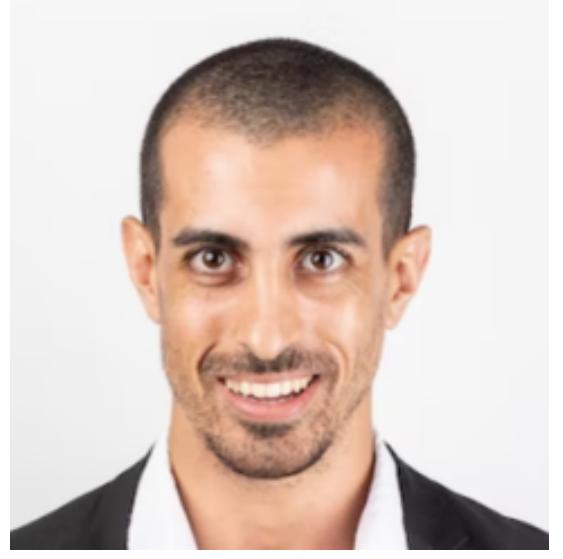
- 👍 Build own business website
- 👍 Grow own freelance business
- 👍 Earn enough to leave hospitality

### 😡 Fustrations

- 👎 No code sites like Wix are not flexible enough. Finding suitable web dev tutorials is difficult. there are so many.

### 🎉 Brief story

Nicki lives at home with her parents, works part time in a local hotel and has just graduated from college with a diploma in photography. She has just completed her first freelance job and would now like to build her own website. She is active on Facebook and Instagram, but not on Twitter or LinkedIn. She is looking for an easy to follow YouTube tutorial in web development.



Mo

" I want wake up every morning, full of joy for my work and life"

## ✨ Demographics

- 🚀 **Age:** 49
- 🚀 **Education:** University
- 🚀 **Location:** Solihull
- 🚀 **Family:** Married
- 🚀 **Occupation:** Engineer

## 📌 Goals

- 👍 Change career to backend developer
- 👍 Gain a role in tech
- 👍 Earn enough to leave retail

## 😡 Fustrations

- 👍 Been seen as too old and finding the recruitment process draining

## 🎉 Brief story

Mo has a mortgage and was made redundant from his last job, but now works as a bookshop assistant. He has started his career change by completing a recent 3 month government backed bootcamp in data. He now wants to concentrate in Python programming and SQL. He has attended a few tech meetups in Birmingham and is active on LinkedIn and Twitter. He is looking to start venturing into open source projects in order to give him that edge over younger candidates.