

Persona - Business Student

Name: Amelia James

Age: 31

Profession: Business student at UCSD

Hobbies: Try new cuisines and spend time with her children.



Information:

Amelia is a single mom working on her business and finance degree. She is interested in joining a large company after graduation. Amelia is going to school part-time and works at the local grocery store to support her children Lila and Ron. Time management is crucial for Amelia so she could study, work, and be with her family.

Personality

Determined

9 / 10

Trendy

7 / 10

outgoing

8 / 10

Caring

9 / 10

Goals

- Supporting her children
- Graduate her B.S degree
- Make time for social life

Difficulties

- Make time to study
- Financial difficulties
- Being a single mom
- Time to focus