

# **Derek |** HR Recruiter

## Age: 31

## Gender: Male

## Status: Single

## Location: New York, NY

## Language: English

## Tier: Skeptic

# Bio

Derek is employed at a company based in Barcelona, Spain. He works as a recruiter in their NYC office and spends most of his day on the phone, interviewing candidates.

# Hobbies

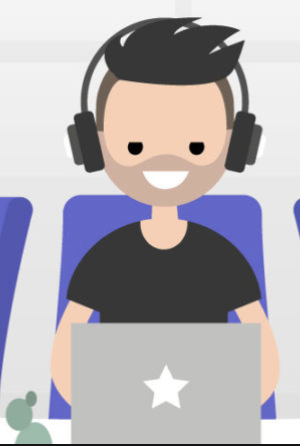
* Cooking
* Marathon Running
* Dog walking

# Goals & Aspirations

* Working on a promotion to HR manager
* Would like to hire 10 more employees by the end of the year
* Wants to be fluent in Spanish to help in job progression

# Frustrations

* Working across the different time zones
* Not being able to speak another language fluently
* Lagging video chats in interviews



# **Ryan |** Teacher

## Age: 42

## Gender: Male

## Status: Family

## Location: London, UK

## Language: English, Latin, Spanish

## Tier: Enthusiast

# Bio

Ryan is an online teacher. He works completely remote in the UK, and has students of varying ages across the globe. Ryan typically spends his day grading students’ work or meeting with his classes on video.

# Hobbies

* Cycling
* Reading autobiographies
* Writing code

# Goals & Aspirations

* Wants to help make quality education affordable
* Would like to have a global impact through his online classes
* Working on traveling to as many countries as he can

# Frustrations

* Balancing work and learning more languages
* Students not having access to many applications
* Lagging video chats during student discussions



# **Jill |** Student

## Age: 19

## Gender: Female

## Status: Single

## Location: Seattle, WA

## Language: English

## Tier: Novice

# Bio

Jill is an undergraduate student majoring in Anthropology and Sociology at her university. For one of her classes, Jill has a pen pal in another country. She needs to maintain communication with her to learn more about her culture.

# Hobbies

* Traveling
* Stamp collecting
* Swimming

# Goals & Aspirations

* Would like to learn more about other cultures and ethnicities
* Wants to graduate on time with a high GPA
* Working on traveling to as many countries as she can

# Frustrations

* Balancing school, working part time, and social life
* Not knowing another language limits job options
* Not knowing enough people across the globe