Persona 1 - Sandra Mänd

| **NAME:**  Sandra Mänd  **AGE:** 26  **GENDER:** Female  **LOCATION:**  Tartu, Estonia  **FAMILY STATUS:**  In a relationship  **EDUCATION:**  BA, currently learning MA  **JOB TITLE:**  Project Manager  **INDUSTRY:** Infotechnology  **IN SEGMENT:**  Mid class | **QUOTE**  “The length of a film should be directly related to the endurance of the human bladder.”  **BIO**  Sandra is a university student and works as a project manager. She has been working in an IT firm and learning her masters at Tartu Ülikool for about a year. In her free time she loves to watch movies, go out with her friends and spend time with her family.  **MOTIVATORS**  Career oriented, big fan of learning new things | |
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| **Dislikes, concerns & fears (-)** | **Likes, interests & desires (+)** |
| * Has little free time * Would like to relax more after work and school * Going out is expensive | * Likes to relax at home * Having friends over is always a fun time * Big fan of trying out new things |
| **GOALS**   * Having free time to invite friends over for movies and good meal * Easy to plan activities with friends (convenient)   **HABITS AND ROUTINES**   * Gym after work or school * Cooking and baking * Movies and series   **CHALLENGES AND BARRIERS**   * Spends big amount of time to work and school * Goes to bed late, sleeps in occasionally * Feels a bit of sad because she hasn’t spend much time with her friends   **VALUES**  Great at acquiring new knowledge, family oriented  **PERSONALITY ADJECTIVES**  Positive, active, funny, hard working, friendly, adventurous, outgoing  **ADDITIONAL FIELDS**  Can’t find a good balance between work/school and free time | |