

Ella Jackson



Job Title

Full time- student with weeker

Age

18 to 24 years

Highest Level of Education

High school degree or equivalent

Social Networks



Preferred Method of Communication

- Emails for lecturers
- Ella's home country is France so she has a language barrier. Despite her efforts to use email for lecturers, she finds websites easier to understand through the use of images and short titles. This is something the MMU Guide to Fashion could include to become more inclusive.

Their Job Is Measured By

By grades

Goals or Objectives

As an international student, Ella's main goal is to express the origins of her home country. Her style is very different to many locals around Manchester and she finds it hard to find fashion trends in Manchester that match her original style. A guide to Manchester fashion would help her to find clothes more suited to her style at student price.

Job Responsibilities

Ella has to attend lectures daily to maintain her attendance and achieve the grades she desires. She needs practical and versatile clothes that can be seen as appropriate at university, but also appropriate at her weekend and evening job in the cafe as she regularly works straight after university and doesn't have time to get changed.

Biggest Challenges

- Resources due to her language barrier

Reports to

Lecturers

They Gain Information By

moodle provides all of the university information required, a link to the guide to fashion on moodle would appeal to students.