

WORK PATHS

Meaningful Work

Personas Overview



John Garry – Student

John studied IT Engineering and realized he did not like it much. He is committed towards environment and his interest is in sustainability area. He prefers doing hands on job than working with computers.

- Single
- Low income
- Happy to move for work
- Looking to increase salary



Monica Newtown – Re-entering to Work

Monica delivered a baby and is away from work from past 1 year. She is not sure of going back to same kind of work. Willing to study entrepreneurship and start her own business.

- Single Mom
- Low savings
- Have own house, don't want to move
- Confused about the future path



Garrith Nishe – Changing Career

Garrith has 23 years of experience in DevOps. He wants a career change and he is looking opportunities in marketing. He is quite unsure of the best path to follow in order to become a Sale Manager.

- Family man with 2 teenagers
- Medium savings
- Have 2 own houses, happy to live in any one of those houses
- Unsure of how to change career



John Garry – Student

Background

Brian loves spending time outdoors. He is constantly looking for ways to protect environment. He is committed to creating a sustainable future by doing more hands on work.

Goals

- Wants to work in the area which he enjoys
- Not to stick with computer jobs
- Wants to travel, while working

Needs

- Cant survive in Sydney without a job
- To have a stable job
- Quick income flow

Motivations

- Increase income
- Spend time outdoors
- Wants to get out of city busy life

Pain-points


- Working with computers
- No money to travel
- Not able to save much in the current job

“I just want a job and not a computer job. I hate sitting in front of the computer for a whole day”.

Demographics

Age/Gender: 21, Male ♂

Occupation: Student

Marital Status: Single 

Location: Ultimo, Sydney

Archetype: No Dependencies



Monica Newtown – Re-entering to Work

Background

Monica got divorced while she was pregnant. She is a graphic designer but want to start her own business. But, she doesn't have enough knowledge to start her own business. She is confused about going back to work or to start on her own.

Goals

- To take care of her kid
- To start her business confidently
- Wants to live in a good community based suburb

Needs

- Childs Priority is the number one priority
- To have a constant income
- Ability to work from home

Motivations

- To give a good and comfortable life to the kid
- Creating her own identity in the society
- To have a long term career

Pain-points

- Single mom and too much responsibility
- Unsure of direction to proceed
- Not many jobs offering WFH option

“I am confused whether to go back to work or to start my own business, I cant decide”.

Demographics

Age/Gender: 35, Female ♀

Occupation: Graphic Designer

Marital Status: Single Mom 👤

Location: Auburn, Sydney

Archetype: Sole caretaker



Garrith Nishe – Senior DevOps Lead

Background

Garrith is a family man with a wife and 2 teenage daughters. He needs a job and don't enjoy his current job. He has developed interest towards marketing. He doesn't want to start a from a junior marketing role and believes he can bring his devOps experience to marketing role.

Goals

- To take care of his daughters
- To start a marketing manager role
- To support his wife further education

Needs

- To have managerial income
- To stay in a location where schools is easy to access
- To save money for daughters education

Motivations


- To have a comfortable life style
- Great passion towards marketing
- To save money for daughters education

Pain-points

- Cant start as a marketing intern
- Daughters education is the priority
- Wife wants to study MBA

"I don't enjoy my job anymore. I feel like getting into marketing sector. I am keen about marketing area. I feel I can use my 20 yrs of experience in marketing".

Demographics

Age/Gender: 45, Male 

Occupation: Senior DevOps Lead

Marital Status: Married 

Location: Castle Hill, NSW

Archetype: Caretaker