



CATALINA GONZALEZ

AGE 17 Years old

GENDER Female

COUNTRY Chile

EDUCATION High school

OCCUPATION Student

LOCATION Santiago, Chile

PERSONALITY

Creative Methodical



Sentimental Thoughtful



Extroverted Introverted



BIOGRAPHY

Catalina spends her nights watching documentaries about exoplanets and black holes on the computer her mother lends her. She is in her final year of high school and lives with her father, a publicist, and her mother, a pharmacy saleswoman. Although her academic performance is average, she feels a deep passion for science and literature. Her parents insist that she study medicine, convinced it is the most financially secure option, but she is still uncertain.

MOTIVATIONS

- To study in order to contribute something meaningful to humanity.
- To become an expert in a field of technology.
- To be financially independent.
- To meet professionals who can validate or reassure her that astronomy is a good option.

LIKES AND HOBBIES

Reading

astronomy

Writing

Listening to music

Video games

GOALS

- To explore Undergraduate programs that combine technology and humanities skills.
- To find real mentors who can share their experiences.
- To compare employability versus passion.

SKILLS

Technology

Math

Comprehension

Sciences

Art

BACKGROUND

- Public high school without vocational guidance workshops.
- Family pressure to prioritize more stable Undergraduate programs.
- Limited resources: uses her mother's computer.
- Little access to mentors or professionals.

FRUSTRATIONS

- She finds the technical descriptions on university websites boring.
- She feels that her parents don't understand what she likes.
- She wants to know what an astronomer's day-to-day life is like, but only finds statistics and generic information.



SOFÍA ARAYA

AGE 16 Years old

GENDER Female

COUNTRY Chile

EDUCATION High school

OCCUPATION Student

LOCATION Rancagua, Chile

PERSONALITY

Creative

Methodical



Sentimental

Thoughtful



Extroverted

Introverted



BIOGRAPHY

Sofía lives in an upper-middle-class family with her parents and two older brothers (both engineers). She is in her junior year of high school and attends a private science-humanities school. Although she has a talent for science, her true interest lies in the arts, especially playing the piano and photography. Her family expects her to pursue a scientific Undergraduate program like her brothers, but she prefers something related to communication or social work.

MOTIVATIONS

- She wants to make an informed decision aligned with her interests.
- She hopes to find Undergraduate programs with social impact.
- She would like to study something involving human and emotional connection.
- She's looking for someone to talk to about university experiences.

LIKES AND HOBBIES

Playing the piano

Speaking English

Listening to music

Photography

Digital content creation

GOALS

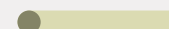
- To find university programs that integrate psychology with art.
- To identify options that combine communication and social support.
- To learn about real cases of graduates from creative Undergraduate programs who have achieved financial independence.

SKILLS

Technology



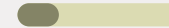
Math



Comprehension



Sciences



Art



BACKGROUND

- Family with a tradition in scientific Undergraduate programs.
- High academic performance in arts and communication sciences.
- Needs tools to explore vocational options.
- Family pressure to pursue traditional Undergraduate programs.

FRUSTRATIONS

- Family expectations that clash with her interests.
- Difficulty making a decision due to an overwhelming number of options.
- Little guidance: she doesn't know how to find reliable information.
- Her friends prefer to pursue traditional Undergraduate programs.



JORGE MUÑOZ

AGE 17 Years old

GENDER Male

COUNTRY Chile

EDUCATION High school

OCCUPATION Student

LOCATION Chillán, Chile

PERSONALITY

Creative Methodical



Sentimental Thoughtful



Extroverted Introverted



BIOGRAPHY

Jorge lives with his mother, who works as a supermarket cashier, and his younger sister in a lower-middle-class household. He is in his final year of high school and attends a public school. As the first in his family with the opportunity to attend university, he feels the pressure to choose wisely. Although he is a good student in mathematics and captain of his school's soccer team, he is unsure which branch of engineering to pursue. His greatest motivation is to provide financial support for his family.

MOTIVATIONS

- To ease his mother's financial burden.
- To prove that his family's efforts were worthwhile.
- To validate his academic potential.
- To become a role model for his younger sister.

GOALS

- To choose between civil or industrial engineering.
- To apply for full-tuition scholarships.
- To get a part-time job related to his field of study.
- To learn technical English to improve his opportunities.

LIKES AND HOBBIES

Cooking for his family

Soccer

Video games

Helping classmates with math

Watching science documentaries

SKILLS

Technology

Math

Comprehension

Sciences

Art

BACKGROUND

- Good performance in exact sciences.
- Limited access to vocational guidance.
- Needs full scholarships.
- Must consider Undergraduate programs with quick employability.

FRUSTRATIONS

- University websites do not clearly explain the differences between engineering programs.
- Scholarship requirements are confusing and scattered across multiple sites.
- He cannot attend in-person talks due to mobility limitations.