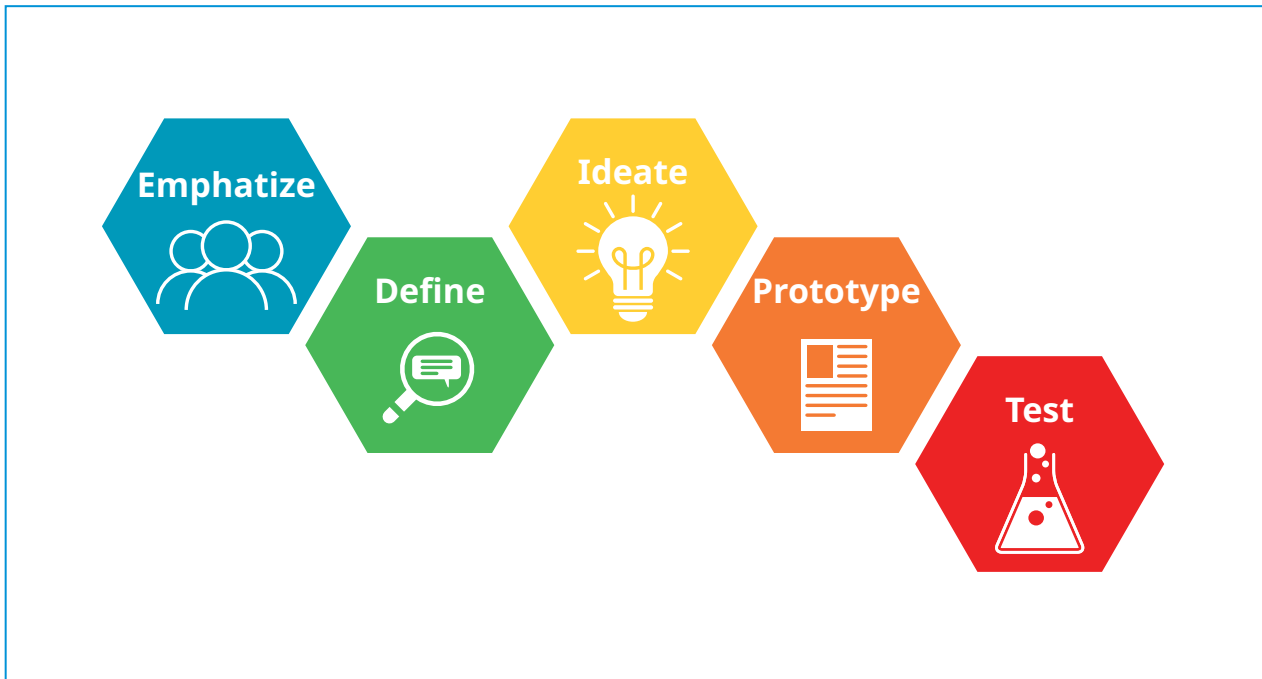



## Annex to Workshop Collaboration through Design Thinking



### Persona:

|  |   |   |
|--|---|---|
|   | <p><b>Name:</b> Sandra<br/> <b>Age:</b> 24<br/> <b>Occupation:</b> management student at University of Warsaw (master studies), scout volunteer<br/> <b>Location:</b> Warsaw, Poland</p>  | <p><b>What does she hear?</b><br/>         What are people around her telling her – family, friends etc.</p> <ul style="list-style-type: none"> <li>• What are you going to do after studies?</li> <li>• It is the highest time to write your master thesis</li> <li>• Last scout trip was awesome!</li> <li>• Are you still living with your parents?</li> </ul> |
| <p><b>Challenges/frustrations</b></p> <ul style="list-style-type: none"> <li>• She has to finish her master thesis</li> <li>• She is not sure which professional path to choose</li> <li>• She doesn't know if she should go back to her home city or stay in Warsaw</li> </ul>  | <p><b>Goals/needs</b></p> <ul style="list-style-type: none"> <li>• Finish her studies</li> <li>• Find a job related to her studies</li> <li>• Spend time with friends</li> <li>• Play piano</li> <li>• Develop job related competences</li> </ul> | <p><b>What does she think and feel?</b><br/>         What really matters to her, what does she care about?</p> <ul style="list-style-type: none"> <li>• I want to be independent</li> <li>• I don't have any professional experience</li> <li>• I enjoy being a volunteer</li> <li>• I don't have money for additional courses</li> </ul>                         |
| <p><b>What does she see?</b><br/>         What does she observe? Who or what does she compete with?</p> <ul style="list-style-type: none"> <li>• Students at her age that already work</li> <li>• Job adverts which require previous experience</li> <li>• Her friends starting 'adult' life, moving to their own apartments, having well-paid jobs</li> </ul> |   |   |