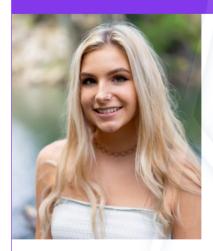


Heather



Goals

- · Increase motivation to study and play volleyball.
- · To become a lawyer.
- · Feel motivated with self-efficacy.

Frustrations

- Not being able to feel useful and fulfilled.
- · The lack of motivation and self-efficacy.
- · Not being able to achieve her goals.

Age: 25 Work: None Location: Dublin, Ireland Character: Student

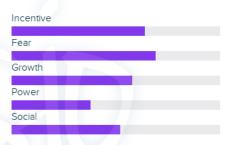
Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Bio

Heather is a 25 years old girl living in Dublin, Ireland. She studies law at the Trinity College in Dublin and sometimes she finds it hard to stay concentrated and motivated on the exams. Her dream is to become a lawyer and everytime she struggles with studying she is convinced she can't do it. She also plays volleyball but not as she would like to, since everytime she doesn't make it she feels unmotivated to continue and stays incnsistent. She would like a support from this point of view, something that might help her aknowledge and remember her worth.

Motivation



Brands & Influencers





Preferred Channels

Traditional Ads Online & Social Media Referral Guerilla Efforts & PR

DO NEXT C Customer Journey Map