Persona 1

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful"

About

Name:	Simona Hofstetter
Age:	29
Nationality:	Swiss
Domicile:	Winterthur, Zürich
Residential situation:	Ground floor 5-bedroom flat with a garden (rented accommodation)
Occupation:	Data Engineer (60%) and Data Science student (60% Bachelor)
Education:	Bachelor's degree in Mechanical Engineering
Yearly income:	65'000 CHF
Family:	Married, one child

Interests:
- Data analysis and visualization
- Machine learning and artificial intelligence
- technology and innovation
- Cooking
- Gardening and natur
- Reading

Values:
- Precision and accuracy
- Creativity and innovation
- Balance between career, study, and family
- Lifelong learning and personal development

Personality:
- Goal-oriented and focused
- Analytical thinker
- Team-oriented and communicative
- Flexible and resilient

Social Media activity:
- LinkedIn: Active participation in data science and technology groups
- YouTube: Tutorials and vlogs on data analysis, machine learning, and technology to share knowledge and inspire others
- Instagram: Inspirational photos from her own garden, kitchen, and glimpses into the life of a working mother and student

Goals, motivations and challenges

Goals & motivation: Simona's goals include completing her Bachelor's degree in Data Science, advancing in her career as a Data Engineer, building a strong professional network, and utilizing data to solve complex problems. She also aspires to acquire property.

Challenges: Simona faces challenges in effectively managing her time and prioritizing various commitments. Balancing her professional responsibilities, studies, and family life poses an additional challenge. She also experiences pressure to excel both professionally and academically while maintaining a fulfilling family life. Building a professional network in both Data Engineering and Data Science domains is also a goal for Simona.

Behaviour and challenges in context

Behaviour: As a Data Engineer, Simona approaches her work with great enthusiasm and determination. She actively participates in lectures and research projects, continuously seeks to acquire new knowledge and skills in Data Science, and remains open to embracing new technologies and data analysis methods. Additionally, she demonstrates disciplined financial planning to achieve her goals related to property acquisition. She practices effective time management and carefully prioritizes her expenses and savings to realize her financial goals.

Challenges: Simona encounters challenges in efficiently integrating her work, studies, and family life. Managing and prioritizing various commitments is an ongoing challenge. She strives to focus on her studies despite her professional responsibilities and family obligations. Coping with the pressure to succeed both professionally and academically while maintaining a balanced family life is also a challenge she faces. Furthermore, Simona is aware that purchasing a property requires careful financial planning and consideration of factors such as location, size, and price. Effective time management and careful prioritization of expenses and savings are crucial for her to achieve this goal. Her determination and focus on professional development and personal growth give her confidence in successfully facing the challenges of property acquisition.

Persona 2

"When I'm reading a long article online, I tend to quickly lose interest in the text and instead focus on the images and graphical aspects. I always enjoy aesthetically pleasing elements in any area."

About

Name:	Luigi De Positano
Age:	23
Nationality:	Swiss
Domicile:	Winterthur, Zürich
Residential situation:	Alone in a rental apartment in the heart of the city
Occupation:	Process engineer (50%) and Data Science Student (50%)
Education:	Studying Data Science
Yearly income:	62'500 CHF
Family:	in a relationship, no kids

Interests:
- Music and arts
- Visualisations and graphics of all sorts
- Plants
- Data Science

Values:
- Structure
- Communication
- Tidiness (in the digital world)

Personality:
- Logical thinker
- Willing to learn
- Creative and innovative

Social Media activity:
- LinkedIn: Connecting and keeping up to date with co-workers
- Instagram: Staying in touch with friends, inspiration for music
- Twitter: World news and memes

Goals, motivations and challenges

Goals & motivation: Luigi's current main goal is to get his bachelor's degree in Data Science. During this time, he wants to learn creative ways to display otherwise complex data and thus simplifying it for the understanding of others. Furthermore, he wants to incorporate newly acquired knowledge from his studies into his work field of building automation. In the next couple of years, he wants to move into an apartment together with his partner. His long-time goal is to one day be able to buy and own a little house by a lake.

Challenges: Because he is studying part time and working the other days, it sometimes gets hard for him to manage the deadlines on both ends. At work, it's sometimes hard for him to get support to push new innovative ideas due to the time sensitivity of some projects.
Since moving out into his own apartment last year, dealing with all the bureaucracy that comes with renting your own apartment has become quite time consuming and at times challenging.

Behaviour and challenges in context

Behaviour: Luigi is always eager to inform himself about topics that affect him and his surroundings. He is fascinated by visually appealing and interactive visualisations therefore he really enjoys online papers and blog posts. Despite that, he sometimes has a short attention span when these articles require a lot of reading.

Challenges: He has little knowledge of the real-estate market, and he does not really have the biggest interest on the topic. One reason being, that he generally feels that economical and financial topics can be quite boring. The second reason is, that with his current financial position, he is not looking to buy real-estate anytime soon.