Stella Rochefort

she/her/hers

Student

beginner, open-minded, sustainability-focused, new to the industry

Background & Details

- Stella is studying Web Development at University of Westminster

- She doesn't have a strong coding or graphic design background, but is eager to learn

- She is wary of AI and tries to avoid it when possible

Goals & Motivation

- She will be looking to enter the workforce with her degree once she has it, so she wants to have the necessary skills to qualify for an entry-level job

- She has been getting by with the tools her tutors recommend, but wants to be sure she's using the best possible solutions

Pain Points & Challenges

- Her bookmarks bar is overcrowded

- She struggles to self-teach complicated programs, like Photoshop

- She doesn't have much free time to work on skill-building outside of homework and a part-time job

Nigel Woods

he/him/his

Intern, Creative Branding Agency

technical, practical, privacy-focused, eager to impress

Background & Details

- Nigel has just graduated with a Bachelor's degree in Web Design

- He has just started an entry-level internship at an agency that creates brand kits and websites for individuals and small companies

- He is especially interested in the future of code and AI

Goals & Motivation

- He is creating his own personal workflow and deciding what processes he prefers now that a professor isn't requiring specific steps and documentation from him

- His manager gives him tasks but does not specify exactly what tools he needs to accomplish the tasks with

Pain Points & Challenges

- He works remotely and can't casually lean over to ask for help or a recommendation from a coworker

- He is colorblind

- He needs to use secure tools; he has signed NDAs for his clients and is using a work laptop