

A close-up photograph of a person's hands typing on a laptop. The person is wearing a mustard-colored, textured knit sweater. On their left wrist, they have a black watch and several gold-toned bracelets. The laptop is open on a dark wooden desk. The background is softly blurred, showing a dark green wall and a keyboard. An orange horizontal bar is overlaid on the left side of the image, containing the word 'PERSONA' in white, bold, sans-serif capital letters.

**PERSONA**

**“I want to be able to express myself in German. Right now, I feel like an adult with a child’s vocabulary.”**

Learning to speak German in preparation for moving to Germany with her husband

**Age:** 30

**Gender:** Female

**Location:** Los Angeles, CA

**Nationality:** American

**Occupation:** Graphic Designer

**Married:** Yes

**Children:** No



**JENNIFER PARK**



## GOALS:

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- To feel comfortable with the German language upon arrival in Germany
- To speak German well enough to find a new graphic design job in Germany

## CHALLENGES:

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- Has a very busy schedule and little time to study
- Is mainly studying alone
- Struggles with traditional flashcards because she's an auditory learner
- Finds her current study methods boring
- Will have to learn many abstract, creative words to work as a graphic designer in Germany



# WORDLY

Vocab On-The-Go