

Persona 1

Mentee Annika



Demographics

Age: 28
Status: Single
Education: Masters in linguistics
Location: Stockholm, Sweden
Birthplace: Hamburg, Germany

About Annika

Annika wants to be a full-stack developer in Stockholm. She is fluent in both English and Swedish, and moved to Sweden for her Master's degree. She has lived there for 2 years. Annika stumbled upon Beela after googling supportive communities of women in tech. She is self-driven and keen on developing new skills, but as an introvert and expatriate she sometimes feels isolated from other women transitioning into tech. Right now, she is concerned with finding a female role model.

Pain Points

- The information she finds online about careers in tech does not speak to her individual experiences and background
- Having only academic and bootcamp education, she lacks real-world experience
- She encounters pay walls when using e-learning resources that prevent her from taking more technical courses

Behaviors

- Listens to podcasts
- Seeks opportunities to connect in person with people who have similar career goals
- Seeks e-learning resources to develop job-relevant skills

Goals

- Learn about different tech fields and what each role entails
- Evaluate transferable skills and personality traits in order to decide what role to pursue
- Build a network of supportive post-transition role models
- Learn about transition journeys in the Swedish tech landscape
- Discover events and informal meetups
- Find a mentor
- Become visible to recruiters