

Angella



Age 19 years old
Occupation Future Undergraduate student
Location London, UK

Goals

1. Improve current embroidery skills.
2. Learn more about different types of embroidery.

Bio

Angella just graduated collage and next September will be starting an undergraduate course in Art Studies. She loves anything that has to do with creativity, like painting, sewing her own clothes and occasionally embroidering small ornaments for decoration at home. Over the summer break she want to expand her embroidery skills and knowledge.

Pains

- She has only a couple of months before starting university.
- Needs an efficient way to improve her embroidery knowledge and skills.

Motivations

- Knowledge thirsty.
- Loves anything related to crafts.

Lance



Age 30 years old
Occupation Investment Portfolio Manager
Location Brussels, Belgium

Bio

Lance has been working in the finance industry for 9 years and has dedicated his time solely to advancing in his career. Recently he decided that he wants to start doing things outside of his comfort zone and challenge himself by learning something completely new to him.

Goals

1. Learn new skills in an unfamiliar area.
2. Diversify knowledge and interests.

Pains

- No prior knowledge in doing any type of crafts or creative projects.
- Unsure on where to start.

Motivations

- Tired of doing the same job for so long and only focusing on one aspect of his life.

Lilly



Age 34 years old
Occupation Arts & Crafts
Business Owner
Location Valencia, Spain

Goals

1. Explore types of embroidery in different cultures.
2. Learn to follow online tutorials for her projects.

Bio

Lilly has been embroidering and sewing since she was little and everything she knows was either passed on to her by her grandma or she learned on her own by practice. Four years ago she started a small online business and even though she is not a tech savvy person, her products always sell out fast. She has now decided that she wants to learn about other cultures, celebrate embroidery in different countries and reach a wider audience.

Pains

- There is so much information about embroidery in different countries.
- Does not have much experience learning from online resources.

Motivations

- Loves learning and implementing new things about other cultures.
- Wants to keep expanding her business outside of Spain.