



"I really want to go overseas this summer with some other friends from my course. I've never been to Asia and it's a scary concept but I think its a good idea and a great way to gain experience and tick some boxes for my course (whilst spending some time on the beach too!)."

## Becky Child *Asia first-timer, Nurse in 2nd year of course*

### STATS/DEMOGRAPHIC

Female, 20yr old nursing student\* in Edinburgh, Working/Middle class background with average financial support from her parents

### GOALS

Find a placement that's relatively good value and fulfils course requirements - and has space for 4 more friends

\* This persona is relevant to Midwives

**BEHAVIOUR & HABITS:** Predominantly she works in her busy hospital placement and, outside of this, she also has to study. She lets her hair down at the weekend with her friends by going out drinking and clubbing. She's still quite young but is turning into an independent adult. She is caring and outgoing but perhaps a tad naive or inexperienced. She is also somewhat nervous but excited about her upcoming trip.

**TECHNOLOGY & SKILLS:** She is a phone addict and constantly uses it to communicate with friends. It's her primary way of accessing the internet. She does have a PC laptop for her studies but she's more in tune with her phone. "I use Facebook and Snapchat CONSTANTLY".

**ENVIRONMENT:** She works in a hospital placement 4 days a week - it's long hours and she's quite busy and doesn't have

much time to answer calls or emails. She also has to study for a day and a half and does this in the library or at home.

**RELATIONSHIPS:** Mum & Dad are still very much her lifeline (certainly financially!). They are concerned about her but want her to grow. At the end of the day they hold the 'purse strings'. She has 4 really good friends, some of whom she lives with and they will book the trip together.

**SCENARIO:** "I must be able to find a cheap(ish) course in a coastal Asian location for my summer. It needs to fulfil my course requirements. I MUST be able to book with my friends as we want to go in a group and Mum & Dad won't let me travel alone".



“I’m quite keen to spend some time overseas helping those in 3rd world countries with my modern skills. I reckon I can make a real difference. It’s also a chance for me to get some kind of break as I’ve been studying hard for years now however it’s REALLY important that I get the right placement that ticks boxes for my degree and gives me relevant experience - I can’t waste my time. I’m too busy studying to organise it myself, plus mum and dad will pay so it’s better for a reputable company to organise this. The WTW house seems like a good idea as I will get to meet other students who aren’t Doctors. I’ll be liaising with these type of people throughout my career.”

**David Young** *Confident Academic Achiever in his 2nd year*

**STATS/DEMOGRAPHIC**

Male, 22yr old medical student\* in London in his 2nd year, Middle/Upper class background and reasonably affluent (via his parents).

**GOALS**

Find a company that can 100% guarantee me a placement that will get me skills, experience and fulfil course requirements.

---

\* This persona is relevant to Dentistry students

**BEHAVIOUR & HABITS:** David is immensely focussed and driven. He know what he wants, he is in a position to achieve his goals and he and his parents have high expectations of him. It’s always been like this. He studies hard and is on a placement and is working to an optimum level however he still finds time to hangout with friends and play rugby.

**TECHNOLOGY & SKILLS:** He has an iPhone, laptop and tablet but isn’t massively intrigued or motivated by technology - he tends to use his laptop for a lot of his work and research so is constantly online and tends to access the internet on this device.

**ENVIRONMENT:** He works on a placement 2 days a week and studies for the rest of the time. He barely gets any time free. At his placement he is inundated with patients and is always referring to books and the internet for information. He has

internet access but doesn’t really have time to use it. Whilst studying, he’s at the library or at home and although he gets distracted by his email he has to focus on his work. Everything else is secondary.

**RELATIONSHIPS:** He is quite independent although financially his Mum and Dad still play a large part in his life and influence him. He has some good friends and a girlfriend but is committed massively to his work and career (as are they).

**SCENARIO:** “I must be able to find a company who understand exactly what I need with minimal input and provide me with a premium option that supports my course and career. I don’t have much time to focus on this so they will have to do everything for me and make sure it all runs smoothly.”



“I’m really busy right now but want to go away to take some time out whilst learning. I’ve done plenty on my course so I want a placement where I get hands on experience from the get-go. I also like the idea of living in a house with other medical students as I’ll be on my own to start with. Before I book I need to know that my placement will ensure that I get the right experience and that its valid for my Uni.”

**Adhira Mirje** *Focussed penultimate year student expecting lots of hands-on experience overseas*

**STATS/DEMOGRAPHIC**

Female, 22yr old pharmacist student\* in Bristol in her penultimate year, Middle/Upper class background and reasonably affluent (via her parents).

**GOALS**

Find a placement that will give me a lot of pharma experience in the short 2 weeks I have and that the company will organise everything for me.

**BEHAVIOUR & HABITS:** Adhira has ploughed through her educational life which has left little time for her to travel - something she’s been wanting to do for ages. A combination of passion and pressure from her parents has kept her on this track but they have decided to treat her to this trip where she can kill ‘2 birds with 1 stone’ and achieve some course credits whilst being overseas. She only has a short period of time so expects the placement to provide her with a lot, expects the chosen company to provide everything for her, and likes the idea that she’ll be in a group house where she can meet other people from across the world but with a reduced culture shock.

**TECHNOLOGY & SKILLS:** She uses a Smartphone and tablet religiously and due to the fact that she is away from a desk most of her working day she tends to use these devices to access the internet.

**ENVIRONMENT:** She works 5 days a week at a pharmacy placement and she doesn’t get much desk or internet time.

She accesses emails at lunch on her tablet but can only focus on one or 2 properly (or 20 in a very curt way!). She studies a little each night and 1 day on the weekend but has some time for drinks with friends and plays in her local netball team.

**RELATIONSHIPS:** Adhira has a boyfriend and quite a few student/Uni friends that she’s built friendships with over the years but she hasn’t got to know too many locals until she started her placement. Her parents are very ‘hands off’ and let her run her life. Although they will pay for her course she will be free to choose where she goes.

**SCENARIO:** “I want to find a company with a proven track record at setting up great pharmacy placements in really interesting developing countries. They must provide me with a lot of solid hands on experience and fulfil course requirements. I would also love to easily meet other people and socialise as I just don’t have that much time to build those links myself; therefore a group house with other (non brits) would be great” smoothly.”