



Talented Tama

- **Personal pronouns:** (he/him)
- **Statement:** "Just tell me what to do and I'll smash it"
- **Age:** 33
- **Location:** Tauranga, lives on lifestyle block owned by parents.
- **Education:** Level 5 NZQA, Digital Media and Design
- **Neurodiversity:** Dyslexia, ADHD
- **Employment:** Self-employed
- **Other:** Confident, actively social, talented illustrator. Did well in art and design at school but not so well in core subjects. Has lots of great ideas but rarely finishes projects.

Aspirations

To become a freelance website designer and social media marketing manager. Grow his client base and travel the world as a digital nomad.

Online Literacy

- Owns an old Sony laptop not running the latest Windows OS and iPhone XR with a cracked screen
- Uses the Internet regularly, watches YouTube and SkySports mostly
- Easily annoyed with poor navigation, tends to "x-out" rather than persevere.

Motivations

- Proving to himself and others that he has what it takes
- Financial independence
- To have more life experiences.

Enablers

- Learning in context speeds up retention
- Flexibility to take time with difficult parts
- Realistic deadlines and regular reminders
- Detailed feedback and encouragement
- Low distraction, ability to turn off notifications
- Text-to-speech applications.

Needs

- Regular check-ins and reminders
- Practical and visual examples
- Holistic support
- Continued encouragement.

Barriers

- Lacks resilience to criticism or constructive feedback
- Struggles with planning and goal setting
- Rural Broadband is expensive and coverage often patchy
- Hardware is out-of-date and beginning to fail.