



Alex Katz is a 21 year old student at Toronto Metropolitan University, who is trying to become a social media influencer and loves to go to events in Toronto to post on Instagram. They love to hang out with their friends and school is always a second thought in their mind. Their parents pay for their education and their expensive lifestyle. Everyday they are late to class but, never missing a coffee in their hand. To wind down they love to scroll on TikTok and bake with their mom. They don't have a great relationship with their dad because he expects more from them in school. Being a social media influencer means that they are always on their phone and well-versed with technology. They are also a bit of a mess. Their schedule is always changing and they aren't good at planning things in advance.

#### Background:

- Grew up in Keswick, moved to Toronto for school
- Parents lived in England then moved to Canada after marriage
- Only child
- Went to a catholic highschool but is an atheist

#### Frustrations:

- Parents constantly nagging about grades
- Being broke
- Brand deals falling through
- Friends flaking on plans

#### Motivations:

- Likes hanging out with friends
- Wants to eventually become a social media manager

Comfortability with technology: 9/10



Robert Laurier is a 47-year-old man, with a wife and 4 kids. He is a stay-at-home dad. He loves his family but sometimes they can drive him crazy. To get a break from the craziness that is his family he goes for runs and hikes, exercise keeps him relaxed. Everyday he is driving back and forth from one of his kids extracurricular activities or completing chores around the house. He gets very little time with his wife during the day, but in the evening they always make sure to watch a movie or an episode of a tv show together. Other than that they don't get much alone time together. They have family time on the weekends when his wife and kids are home. Family vacations are more a hassle than a fun time for him so they don't go too often. He doesn't get much time away from his family but on occasion he and his friends try to get together for a beer and catch up.

#### Background:

- Grew up in Chicago
- Met his wife in university at Illinois State
- After graduation moved in together
- Then settled in Cleveland to start family

#### Frustrations:

- Gas Prices
- Not enough time alone
- Kids procrastinate school too much

#### Motivations:

- Loves spending time with his friends
- Exercising is his relaxation time

Comfortability with technology: 6/10



Grace Malcom is a 30- something ambitious woman working for a company that hosts events for important business owners and entrepreneurs. She takes her job very seriously and is always looking for new ways to promote the events her company puts on. She is single by choice, she wants to put all her energy into her career and she feels a love life would distract from that. Nevertheless, her parents are very supportive of her and she has a good relationship with them as well. They get together for all holidays and their birthdays. She also has a wonderful relationship with her sister and the only times you'll see her taking time off work is when her sister is in town visiting or she goes to visit her sister. She calls her everyday on her commute home from work. Most days after work she goes home, cooks then does something to relax like read or shop online, however if the opportunity presents itself she's not opposed to going out and having a good time. For example, on Fridays she loves to go to happy hour with her co-workers. The weekends are mostly

filled with work too, it's all the work she doesn't get done during the week. She doesn't mind working on the weekends but she does mind her boss's horrible attitude as if her extra effort is not appreciated.

#### Background:

- Grew up in Turkey
- Went to university in Canada, UBC
- Became a citizen after graduation on the points system

#### Frustrations:

- Her boss shows no gratitude
- Lives far away from her sister
- People asking her why she hasn't settled down yet

#### Motivations:

- Spending time with her parents
- Eventually take over her boss's job
- Hopes to have a family after her career is at the stage she wants

Comfortability with technology: 10/10