

*Player/Presenter, Linda Johnson née Daniels*

Age 45



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Linda is 50 years old and a lifelong Canadian citizen. She grew up in Oakville, Ontario, but has lived closer to downtown Toronto since graduating high school. She graduated from York University with a degree in Sociology and has a keen interest in politics.

Linda has been happily married for sixteen years to Derek, an accountant for a major Canadian bank. She had been employed full-time as an administrator for a small non-profit organization until the birth of their only child, Matthew, age 14. She chose to quit, in light of the high expense and low availability of quality daycare in the city. She enjoys having lots of quality time with her son, but would be open to returning to work full-time if the opportunity arose. Linda's parents still live in Oakville, and enjoy it when Linda and her family visit on the long weekends. Like her son, Linda was an only child.

Linda has a very outgoing personality. She enjoys meeting new people and trying new things. She values the relationships she made at university, and still makes time to meet with her old friends on a regular basis. Now that her son is a little more self-sufficient, Linda has taken advantage of an opportunity to work part-time for her political party of choice. Her job is to present statistical data to politicians and public figures, in an effort to show the merits of electoral reform in Canada. This job plays to her public speaking and communication skills, and she's relished the chance to advocate for something that she holds quite dear.

Linda wakes up at 7:00 each morning to help get Derek and Matthew on their way. She packs a lunch for each of them after a cup of coffee and a brief look through that day's newspaper. After they've left, she does the grocery shopping and plans dinner for the evening. She hates doing the shopping after work, as the lines are always significantly longer. Unless there is a meeting or presentation to attend, she aims to arrive at work at 10:00 each morning, and stay until around 4. She spends the majority of her day arranging meetings and working with the "election master" to build specialized presentations

for each of them. After coming home and preparing dinner with help from her husband, she has a good amount free time in the evening for reading and watching television.

Linda has a positive relationship with technology. She was a reluctant adopter of personal computers but values the convenience of things like email and Office applications. She recently upgraded to a smartphone, and is gradually adapting to the touchscreen controls. She values ease of use and user-friendliness in her applications, and isn't too proud to ask for help when her electronic devices are experiencing problems, but she is often able to figure things out on her own. She has a tablet, and enjoys it for reading books.

Linda needs an application with a simple, user-friendly interface and, more importantly, she needs it to produce attractive graphics and represent data in an easy-to-understand fashion. This is more for the sake of her audience than for her.