

# Constituents

## Persona 1: Civically Engaged



Ryley McGuire is a 38 year-old high school math teacher. Ryley is very social as his friendly attitude always liven the mood around him. He meets up with his friends on the weekends to play or watch hockey. Riley is a good speaker and can get his opinion across and coupled with the fact that he is opinionated, Riley can be a good debater.

He has a passion for teaching and tries to engage his students in important political and social issues. His students respect and admire him but they find his opinionated attitude tiresome. He keeps himself up-to-date using Twitter and Facebook. When he is not at work or on social media, Riley reads the Economist. He has an interest in local as well as foreign politics.

Ryley is a second generation Canadian, his grandparents being Irish immigrants. Although he was born in Canada, he still feels a connection with his grandparent's homeland. His interest in foreign politics stems from his interest in Irish-Canadian relations, as such he uses the BBC as his main source of information when it comes to international politics.

Ryley lives in a two story house with his wife and 5 year-old daughter in the Annex. His daughter has just started junior kindergarten. He has invested a large amount of interest in his daughter's education as such he has already started a college fund for her. Riley has made education a top priority, in the last two elections he has voted for the party the he believed would strengthen the educational system.

When it comes to computers, Riley does not call himself an expert but does have the basic knowledge to use typical office programs and internet browsers. Riley tries to keep in touch with his wife when they are at work, texting her during his lunch. His daughter's school has a direct line to his phone just in case an emergency pops up.

Ryley likes to get in touch with his local representative to discuss policies related to education. He attends town hall meetings whenever his local representative is in town. Riley is quite active during these meetings, always questioning or supporting his representative's policy on different issues. He likes to follow bills that interest him, especially ones related to education.

## Persona 2: Sporadically Engaged



Corela Flak is a 45-year-old TD Canada branch manager at the Bay and Bloor branch and has been for the past 5 years. She's strong-minded, independent, and opportunistic. She considers her career to be her current top priority and is very dedicated to her work. Customers and employees alike all agree that she is very approachable, professional, and a highly efficient problem solver. She is fluent with a computer, especially Windows Office applications and other banking software.

Outside of her work, Corela enjoys keeping in shape. She strives to jog around her neighbourhood at least three to four times a week and often makes time on her weekends for an hour or so of tennis with her friends. She is also supportive of green practices. Although she owns a car, she prefers to commute to her workplace. She refuses to drive if her goal is reachable by bus.

Corela has been divorced for 12 years and her relationship with her ex-husband can be described as tense. She has a very close relationship with her parents, finding support from them during her divorce proceedings. She visits them on a regular basis, trying to comfort her ailing father. Her father just recovered from a heart attack, and Corela is now very concerned with his health. She has started to get her parents to become more active, especially her father, whom she now takes with her to tennis every week. Recently, she has started looking for other activities that are aimed for the elderly. However, it has been a challenge for her to find said activities.

Prior to her father's heart attack, she had only a passing interest in politics and much of what she knew came from snippets of what she heard on the morning news during breakfast. Now, Corela has developed an interest in bills and laws dealing with senior health and well-being. She would like to learn more about what government programs are in place that support senior health and well-being. She wants to look up bills related to senior health, and if there are none, she would like to contact her local representative or a representative interested in the same issue to bring this to their attention.

### Persona 3: Seeking to be civically engaged, but has difficulties with technology



Lee Chan is a 70-year-old former martial arts teacher, having retired 5 years ago. He is very charismatic with a great sense of humour. Although older in age, he is energetic, and in very good shape. Lee enjoys going to the local park in the morning to practice his Tai-Chi and Kung-Fu.

Since retiring half a decade ago, he currently enjoys a quiet life with his wife. They live happily together in a townhouse in Markham. He is a father of two (a son and a daughter), both married, and a grandfather of five. He sees his children and grandchildren every month and is very loving, always with stories to tell. He enjoys spending time with them. Although he would like to see them more often, he understands that they are fairly busy with their own lives.

Although Lee is skilled in martial arts, he is very computer illiterate. His daughter recently purchased an iPad for him and showed him how to browse the web, but he finds it difficult to learn and remember how to use any of the other functions such as checking email, managing his contacts or scheduling events in his calendar. His daughter often tries to teach him how to use Skype on his iPad, but Lee quickly forgets after she shows him, so as a result they end up only talking over the phone or meeting in person.

Lee has been friends with his newly appointed local representative, Frank Wong, for the past 10 years. Frank suggested to Lee that if he was interested in what Frank was doing for the community, he would be able to do so through CitizenBridge. Lee is hesitant at first, but he wants to try to stay up to date with what Frank is doing. Lee wants to be able to easily use CitizenBridge so that he is able to follow Frank, and view all of Frank's contributions to the community, bills, etc.