**Get feedback from Jasmeen**

**2017 Website Persona  
Kate Wright**

**Summary**  
Supporter, Volunteer hours, time/no money

**Age:** 18  
**Location:** Toronto, Ontario **Location type:** Urban  
**Occupation:** Student   
**Status:** Single  
 **Personality**

Extrovert / Introvert  
Sensing / Intuition  
Thinking / Feeling  
Judging / Perceiving

**Brands**Social platform: Everything (Pinterest)  
Hobby/Interest: Fashion, Softball  
Restaurant: Jack Astor’s  
Clothing: Aritzia

**Technology**Tech savvy/Tech challenged

Photo goes here.

**Bio/Background**Kate is just finishing up high school. She’s a high achiever and is applying to university to study social work. She wants her volunteer hours to help her gain leadership skills and experience for her university application.

**Goals/Motivations/Wants**

* Self/professional development
* Need evidence & convincing
* Interested in child and youth mental health
* Loves community
* Instant information

**Frustrations/Barriers**

* No money
* Older phone, older laptop
* Low awareness and trust of/for Kids Help Phone (?)