**2017 Website Persona  
Justin Presley  
  
Summary**  
Peer influencer, Social media

**Age:** 23  
**Location:** Calgary, Alberta **Location type:** Urban  
**Occupation:** Social media activist  
**Status:** Single  
 **Personality**

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

**Brands**Social platform: Youtube  
Hobby/Interest:  
Restaurant:  
Clothing:

**Technology**Tech savvy/Tech challenged

**Bio/Background**Justin suffered from severe bullying as a child. He is now the star of his own Youtube channel where he uses the platform to spread awareness and advocate for diversity, acceptance and love.

**Goals/Motivations/Wants**

* wants sharable content
* protective of own audience
* Wants to build his own brand
* Help others/deep empathy

**Frustrations/Barriers**

* Avoids brand confusion and doesn’t want to appear sponsored
* Intolerance/discrimination
* Not willing to do in depth search