

Cyrus Brown (University Student)



Cyrus Brown is a 20 year-old male student currently attending York University for Engineering. Cyrus is currently in his second year at York University. Cyrus is an average student at York University, getting decent marks but he has trouble focusing on his studies and gets distracted from important tasks easily as he suffers from ADHD. Despite taking ADHD medicine, Cyrus still finds it hard to prioritize the most important work that he needs to get done first without getting distracted and procrastinating his assignments.

Cyrus lives in a house in Toronto close to Yorkdale Station with his mother, father, and his younger brother, Darek. Cyrus currently doesn't have a job and his university funds are supported by his parents. Cyrus isn't a popular student but he has a handful of close friends at York University. Cyrus's friends would describe him as funny and charismatic but also forgetful.

A typical weekday for Cyrus begins by waking up in the morning, eating breakfast, getting his bag ready to go to university. He walks a few minutes to Yorkdale station and takes the subway from Yorkdale to York University and then attends his class. Once he attends his classes, he takes the subway back to Yorkdale and then walks back home. Once he's home, he eats lunch and then either does some of his university work or plays his video games until it's time for bed. His weekends are spent at home either doing some of his university work, playing video games or playing soccer with his friends at a local park.

Cyrus now finds himself in early November with multiple projects due throughout November and is now worried that if he doesn't come up with a schedule and allocate his time for each project correctly, he'll end up doing badly in his courses. Unfortunately, he is having trouble coming up with a schedule to allocate his time properly between his university work and his activities and wishes there was an easier way to come up with a better schedule for himself.

Stella Woods (Working Adult)



Stella Woods is a 28 year-old female programmer who is currently employed at Google. Stella lives alone in her own home in Vancouver which she bought back when she was 25 years-old. Stella works from home and rarely goes outside unless it's to meet her boyfriend, Jake. Stella does not have many friends but when asked, Jake described her as kind and caring but is often tired, likely due to a busy work schedule where she often works overtime and attends multiple emergency meetings which are affecting her sleep schedule.

A typical weekday for Stella starts with her waking up early in the morning, she usually skips breakfast and immediately gets started on her work, working for almost the entire day as she works her regular time and works overtime as well. She then makes herself a quick but usually unhealthy dinner (such as cereal), eats it and then goes to bed. Sometimes she is woken up early due to an emergency meeting at work which causes her sleep schedule to be very irregular which causes her to be drowsy. Stella also tends to be busy with work stuff over the weekend meaning she ends up with very little free-time which is starting to cause a rift between her and Jake.

Stella has finally realized that her current schedule is incredibly unhealthy for her as she tends to eat very little and when she does eat, it tends to be unhealthy stuff resulting in a poor diet on top of her irregular sleep schedule causing her to be drowsy and the growing rift that having no free time is causing between her and Jake. Unfortunately, she has no idea where to start when creating a new, more healthy schedule for herself and wishes there was an easier way to come up with a healthier schedule for herself.

Logan Sherwood (Working Parent)



Logan Sherwood is a 35 year-old male construction worker for the town of Mississauga. Logan owns a home in Mississauga where he lives with his 18 year-old son, Peter and 16 year-old daughter, Kate. Logan is currently single and divorced from his former wife, Alice. Logan and Alice broke up shortly after Kate was born and Logan won full custody of his kids.

A typical weekday for Logan starts by waking up super early, eating breakfast and then getting ready to go to work. He then takes a very long drive in his car to work and works from 9-5, then he takes the very long drive in his car back to his home in Mississauga. After arriving home, he usually eats and then usually finds himself too tired after work to do anything, resorting to just watching tv, sleeping or drinking to pass by the time since he ends up being too tired to do anything substantial and has no way to set goals for himself to do something more productive with that time.

Logan would love to retool his schedule for after work so he can get more productive things done that he wouldn't have before without a schedule but with how much effort that would take, he finds that now worth it. Logan believes if he could find a low effort way to make a good schedule for himself, he would be able to do a lot more stuff with his time instead of doing nothing after work each day.