

# Person 1: Norah

- 24 years old
- Woman
- Junior Recruiter in a Tech Company
- Has a group of friends from college



**Norah** is a twenty-four-year-old junior recruiter at a growing tech startup. She shares a modern apartment with two roommates in a lively part of the city, a location chosen for its proximity to new restaurants and bars. She is responsible for sourcing candidates for engineering roles, a job she finds both fast-paced and rewarding, though she often feels she is still proving herself.

She is highly social and maintains a close-knit group of friends from college, whom she sees almost every week for brunch, a workout class, or a night out. True to her love for the outdoors and travel, her Instagram feed is filled with pictures from weekend hiking trips and the two major international vacations she budgets for each year. She uses a budgeting app to manage her student loans and living expenses, and her phone is her primary tool for everything from banking and investing to coordinating group trips with friends.

Norah is a digital native who expects instant, seamless service. She has no loyalty to a specific bank, but rather to the app that offers the best user experience, the fastest peer-to-peer payments, and the most intuitive tools for managing her financial goals. She hasn't set foot in a physical bank branch in years and would only call customer service as an absolute last resort.

## Persona 2 – Alex

- 27 years old
- Man
- Marketing Specialist in a Travel Agency
- Enjoys solo backpacking and photography



**Alex** is a twenty-seven-year-old marketing specialist working at a travel agency in downtown Toronto. He lives alone in a small condo close to public transit, giving him easy access to the city's nightlife and cultural events. Passionate about storytelling, he spends his workdays creating engaging campaigns to promote travel destinations, while his free time is dedicated to planning his next solo backpacking trip. He is an avid photographer who documents his journeys through both DSLR shots and quick Instagram stories. He thrives on spontaneity but is also very budget-conscious, constantly hunting for cheap flights and accommodation. He subscribes to multiple deal-alert newsletters and follows travel vloggers for hidden gem recommendations.

### Alex

Alex values independence and flexibility in his travels. He prefers customizable itineraries over packaged tours and wants apps that allow him to compare options quickly and book in a few taps. He often faces challenges balancing affordability with quality and worries about booking scams.

Alex is a tech-savvy user who expects transparency and real-time updates. His ideal travel app provides reliable reviews, visual inspiration, and a community of like-minded travelers.

## Persona 3 – Priya

- 35 years old
- Woman
- Project Manager in Finance
- Married with one child (7 years old)



**Priya** is a thirty-five-year-old project manager working in the finance sector. She lives in North York with her husband and young daughters. Her schedule is packed with deadlines, meetings, and family responsibilities, so she looks forward to vacations as rare opportunities to unwind and bond with her family. She prefers safe, well-reviewed destinations and family-friendly activities. For Priya, convenience is more important than price - she is willing to pay extra for packages that save her time. Her main concerns are safety, reliability, and smooth travel logistics, especially since she travels with a child.

Priya is not as active on social media as younger travelers, but she values detailed information and practical tools. She typically plans vacations months in advance, relying on trusted platforms and reviews from other parents. She expects customer service to be

responsive and empathetic.

Her ideal travel app would combine all services in one place: flights, hotels, kid-friendly activity suggestions, and emergency support. She appreciates apps that include clear itineraries, reminders, and easy family account management.