

Emmy the EMS Tech



Socialite

Old Fashioned

Stubborn

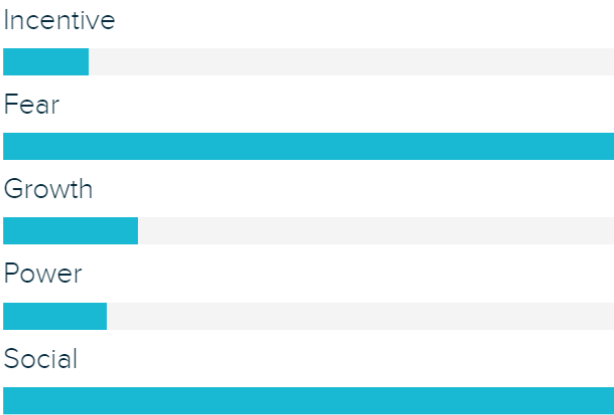
Goals

- To retire early
- Meet a new husband, have the kids grow up and move out
- Avoid change and continue status quo at work

Frustrations

- Getting new glasses when her prescription changes
- Her kids insisting that she get new social media accounts
- Having to use technology instead of intuition for driving around the city

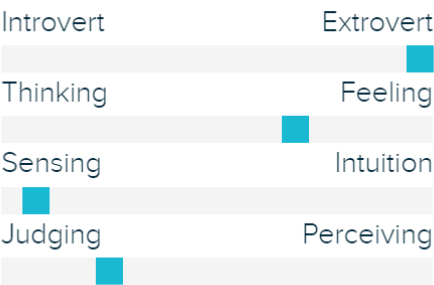
Motivation



"I didn't even want a cell phone until last year!"

Age: 48
Work: EMS Tech
Family: Single, 3 Kids
Location: Brampton
Character: Anti-technology

Personality



Bio

Loves her kids to death. Not great with technology. Her kids show her how to use her phone. Never used a computer outside of work. Only has experience using Windows 2000, XP and Office 2006. Frustrated with how bad her previous interactions with technology are. Wants to use the software as little as possible, has no desire to sit through weeks of training to learn how to use the routing program. Has slightly deteriorating eyesight and would benefit from a distraction free/easy to read interface.

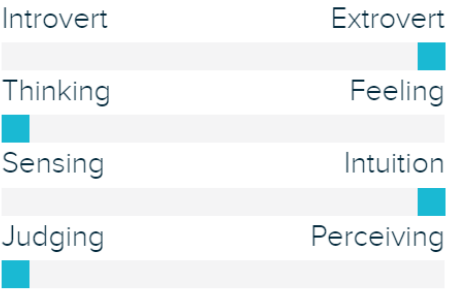
Adam the Ambulance Driver



"Bitcoin is the future"

Age: 22
Work: EMS Tech
Family: It's Complicated
Location: Winnipeg
Character: Narcissist

Personality



- Hipster
- Techy
- Ignorant
- Power Hungry

Goals

- To become a self made millionaire
- Buy a new Mercedes
- Become World Powerlifting Champion
- Get away with doing as little work as possible while maximizing gains

Frustrations

- People who don't lift
- Cryptocurrency FUD
- Slow drivers and traffic jams
- Coffee that isn't how he ordered it

Bio

Thinks of himself as a tough guy. Prides himself on having the fastest average EMS response times in the province. Hates doing work. Wants to have a cell phone on the dashboard with the fastest updated traffic patterns so he can get places faster. Sometimes reckless, but with good intentions. Enjoys new technology, even if it hardly works.

Motivation



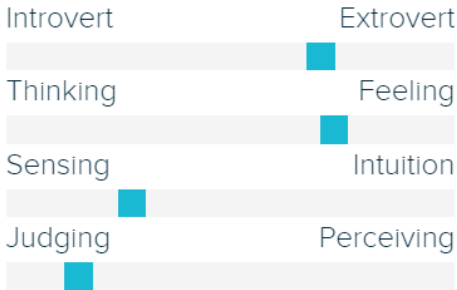
Bill the CEO



"The more money you spend, the more you lose"

Age: 56
Work: CEO
Family: Married, 1 Kid
Location: Austin, Texas
Character: Cheapskate

Personality



- Frugal
- Coupon Clipper
- Cheap

Goals

- Buy an Island off of the Bahamas
- Enter the Fortune 500
- Eat dinner with Bill Gates

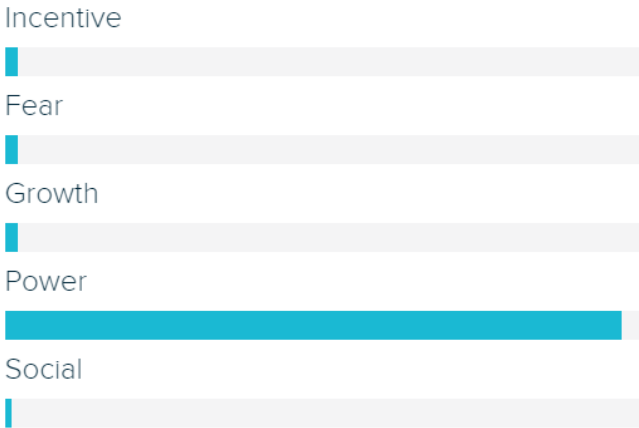
Frustrations

- Spending money
- Waiting for things
- Wasting time

Bio

Bill is an extremely wealthy CEO of a soon to be Fortune 500 company. Bill hates spending money and is looking to plan his HR mandated company retreat as cheaply as possible. He wants to take the most efficient route to his company's Airbnb in order to save as much gas as he can.

Motivation



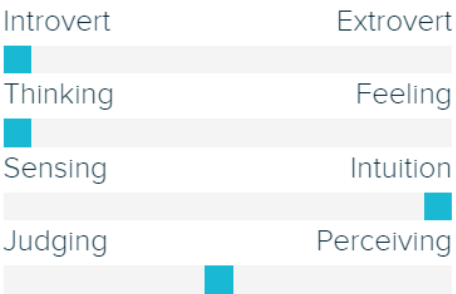
Engine the Software Developer



"Always look for the simplest solution for the hardest problems"

Age: 34
Work: Software Development Lead
Family: Married, 4 Kids
Location: Toronto, Ontario
Character: Lazy

Personality



Intelligent Lazy Shy

Goals

- Complete his dream server room
- Retire with a beach house in Malibu
- Witness his kids graduate

Frustrations

- Lack of documentation
- Having to do lots of research
- Encountering problems without straight forward solutions

Bio

An unmotivated father of four who is burnt out and already planning his retirement. Tasked with leading development of mapping software for a big data company. Frustrated by the severe lack of documentation and existing free platforms to help facilitate a proper big data project. He wants an easy solution for the difficult task placed before him

Motivation

