

PERSONA 1



Sarah Perez

Sarah has been working in the construction industry for over a decade. With a background in project management, she specializes in contracting construction companies for various projects.

Her experience and attention to detail have earned her a reputation as a reliable and efficient contractor.

In her free time, Sarah, a mother of two children, enjoys hiking and spending time with her family.

- 38 years old
- Female
- Married
- Mother of Two
- Income: \$80,000
- Lives in East York
- Good understanding of various technologies
- Demeanor: Sarah is known for her calm and composed demeanor, and is able to handle high-pressure situations with ease, being described as being patient and analytical.
- Prefer using email and phone to communicate

Purpose of visiting website

Sarah utilizes Google search engine to research and identify construction companies that possess positive references in order to establish contact and secure contracts for the projects she manages.

PERSONA 2



Jack Smith

Jack spent over 30 years working in the marketing industry. With a background in brand management, he specialized in creating and implementing marketing strategies for international companies during his career.

His creativity and ability to think outside the box earned him a reputation as a leading marketing expert.

In his retirement, Jack enjoys practicing yoga, traveling and spending quality time with his family and friends.

- 70 years old
- Male
- Married
- Father of one
- Income: \$75,000
- Lives in Scarborough
- Basic understanding of technologies
- Demeanor: Jack is sociable, outgoing and known for his sense of humor. He is also a great listener and is easy to approach.
- Prefer using phone to communicate

Purpose of visiting website

Jack, being a homeowner, is in need of repairs for his home. He uses Google to search for construction websites to search and compare options for the best contractor to complete the repairs.

PERSONA 3



Karen Wu

Karen has been working for over 10 years in the healthcare industry as a nurse. With a background in critical care, she specialized in providing care for critically ill patients in the ICU.

Her dedication and attention to detail earned her a reputation as a skilled and compassionate nurse.

Karen enjoys reading, gardening, and volunteering in her community.

- 28 years old
- Female
- Single
- No Children
- Income: \$120,000
- Lives in North York
- Basic understanding of technologies
- Demeanor: Karen is thoughtful, organized and known for her attention to detail.
- Prefer using email and social media to communicate

Purpose of visiting website

Karen is interested in home improvement projects and is looking to remodel her kitchen and bathroom of her new acquired loft.

PERSONA 4



Hellen Silva

Hellen Silva has been working for over 10 years as an administrative assistant in Brazil and now have moved to Canada. With a background in office management, she specializes in providing administrative support for various businesses.

She is know for being a reliable and efficient administrative assistant.

In her free time, Helen enjoys attending metal concerts and travelling to different countries to explore new cultures and meet new people.

- 30 years old
- Female
- Single
- No Children
- Income: \$68,000
- Lives in Markham
- Advanced understanding of technologies
- Demeanor: Hellen is known for her attention to detail and her ability to multitask, she is confident and assertive.
- Prefer using apps and social media to communicate

Purpose of visiting website

Helen Silva, as a newcomer to a new country, is in need of repairs for her new apartment. She uses Google to search for construction websites to search and compare options for the best contractor to complete the repairs needed.

PERSONA 5



Amir-Ali

Amir-Ali is a newcomer to Canada. He is currently studying in college and looking for a part-time job as a construction worker. With a background in IT, he is skilled in various IT tasks and techniques. He is eager to learn and improve his skills, and is dedicated to providing quality work.

In his free time, Amir-Ali enjoys exploring his new city and learning about the culture and customs of Canada.

- 32 years old
- Male
- No Children
- Income: \$55,000
- Lives North York
- Advanced understanding of technologies
- Demeanor: Amir-Ali is known for being hardworking, dedicated. He is a quick learner and adapts well to new situations and challenges.
- Prefer using apps and social media to communicate

Purpose of visiting website

Amir-Ali, as a student looking for part-time work, is searching for job opportunities in the construction industry. He uses the Google to research and find job listings or construction companies that may need workers.