

Karen (the thriving single Mom)



Karen is a 42-year-old mother with one boy, Kenny, and one girl, Laura. She started work at the local pharmacy following her separation from the children's father, John, over a year ago. Before they separated, Karen was a stay-at-home mom, and she is quite excited to finally be able to use her degree in a professional setting. She enjoys cooking and using her devices to find new recipes online. Her kids don't have their own portable devices, so she often shares hers with them. As a single mother, Kenny and Laura's interests are Karen's interests.

As a pharmacist, Karen doesn't have extensive client interaction, but she dreads these interactions when they do occur. She far prefers the scientific side of her job. She likes to work on her own and minimize her daily, non-social interactions in general.

Karen always drives to work because, despite the savings, she cannot stand her city's transportation system. She thinks that she may be able to handle a more organized and clean transport network, but she has no experience doing so. When she goes out with friends, she enjoys using Uber and Lyft to get to and from her destinations.

Kenny enjoys playing soccer and wants to be a professional someday, but Karen knows that his chances are very slim. Still, she would love to take him to see a Champions League match someday. Laura is an incredible artist, and Karen loves to boast to her friends about her daughter's skill. She hopes to take Laura to the Louvre someday soon. Karen is slightly overwhelmed by travel planning sites and applications; her and John always used a travel agent to help with detailed trip itineraries in the past. She has come to realize that this is an expensive method and wishes that an easier way to plan and organize her trip was readily available to her at all times.

Joseph (the single traveler)



Joseph is a 22-year-old, single male who just graduated from Ryerson University. Joseph, who enjoys travelling, does not plan to pursue employment right away as he would prefer to see different parts of the world before locking himself into a career. He loves photographing his travel experiences and sharing them with his friends and family, but he does not communicate extensively with them while abroad. Although he often contemplates different career paths, he has not decided on a specific one yet despite his newly obtained double major in Philosophy and Political Science. Joseph is keen on learning at least one language in the near future and hopes that his travels will help him to achieve this goal.

Joseph is frugal in everyday life, and even more so while travelling. He prefers to spend less on everyday extras, like coffee or alcohol, in order to save for experiences, like his extensive post-university travel. He is not especially picky about food but would tell you that sushi is his favourite dish when he is eating out. Having lived away from the ocean for the last four years, he is excited to experience some excellent Japanese restaurants in coastal cities while he travels.

Joseph's friends would describe him as outgoing and charismatic but easily stressed. He is not particularly tech-savvy and often becomes frustrated dealing with new applications and updates on his 5th generation iPhone. Despite these frustrations, Joseph understands that the best way to share his experiences is through a medium such as Instagram. He is, however, hesitant to plan his trips out carefully because he doesn't trust himself to do so accurately with technology. This means that Joseph often flies by the seat of his pants, so to speak, and mistakes are a common occurrence in his adventures. Joseph thinks that if he had an easier and more accessible way to plan his trips, he may be able to reduce his mistakes.

Marie (the happily in love musician)



Marie, 27, is a full-time musician who is passionate about her profession. She is in a committed relationship of 4 years with Greg, who often tries to attend her shows regardless of where they are located. It isn't uncommon for the couple to "tour" together, as Greg is able to work remotely as a graphic designer, and money is not an issue between the two of them.

Besides her music, Marie is a thrill-seeker, and she never shies away from climbing a mountain or an opportunity to skydive. Every time Marie performs, she makes sure to add to her rainy day (thrill) fund using some of her profits. Even as a driver, Marie seeks a thrill, and she can often scare Greg with her recklessness and speed.

Marie is intent on having children; she was a single child growing up, and always wished she had a younger sibling. She would prefer to have 2-3 children and hopes that the first one is not far away. When she does have children, she aspires to show them all of the different spots where she has performed and the cities that she loves.

Marie initially went to college for a degree in hospitality and management. After spending two years doing this, she realized that she had not fallen in love with the profession in the same way that she had fallen for music and performance. Some of her favourite artists include Aretha Franklin, Janis Joplin, and Oasis. One day, she hopes to make a trip out of some of the places that made these artists famous; Detroit, Los Angeles, and Glastonbury. While she often looks at different trip planning sites while dreaming of travel, she wishes that there was an easier way to visualize these places and what a day in them might look like.

Bob (the busy businessman)



Bob, 45, is a thriving financial consultant at TD Bank. He is based out of Toronto, however, he travels around North America to meet with his many current and prospective clients. He will often go on business trips to attend meetings and conferences across the world. It is fairly obvious that Bob does not have a family due to his busy work and travel schedule.

When he does find time to pursue his passions outside of work, he enjoys model building; the models in his downtown apartment range from ships to supercars. He excelled in mathematics while in school, but he has always known that building things and using his excellent hand-eye coordination is one of his callings.

After focusing on his career since graduation, Bob is beginning to see the value in building and enjoying a life outside of work. Due to his lofty status at TD, he is having trouble finding a work-life balance. He has decided that for the time being, he must try and make the most of the many business-related trips that he takes; he hopes to someday settle into a more consistent position and consider starting a family.

Bob wants to begin exploring the mega-cities that he visits regularly, but he has never put much thought into tourism while on the road. He wishes that there was a way to easily organize his busy schedule and tourist aspirations in one, easy to use application.