

Lisa Swan



"Yolo"

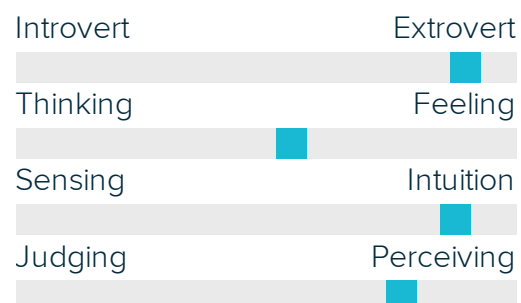
Age: 18

Occupation: Student

Location: Vancouver, BC

Character: Social Butterfly

Personality



Friendly

Skilled in graphic design

Hardworking

Goals

- Find a community with people of similar interests
- Achieve high grades in university
- Work her way to the career of her dreams

Frustrations

- Struggles with time management
- Finding a summer job to help pay for university
- Fears she will lose her connections with friends when she is attending university.

Bio

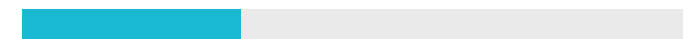
Lisa is a high school student in her senior year. She plans to attend the University of Victoria in the fall. Lisa will be going into the computer science program as she hopes to one day work as a game and software developer. Some of Lisa's other hobbies include graphic design, painting, soccer, and video games. She plans to use Discord to stay in touch with friends as well as to connect with groups of people who are in computer science and graphic design. Lisa is eager to learn and is very excited to attend university.

Motivation

Incentive



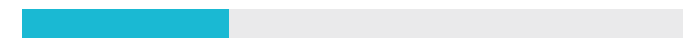
Fear



Growth



Power



Social



Brands



Experience

Graphic design



Social Media



Mobile Apps



Software

