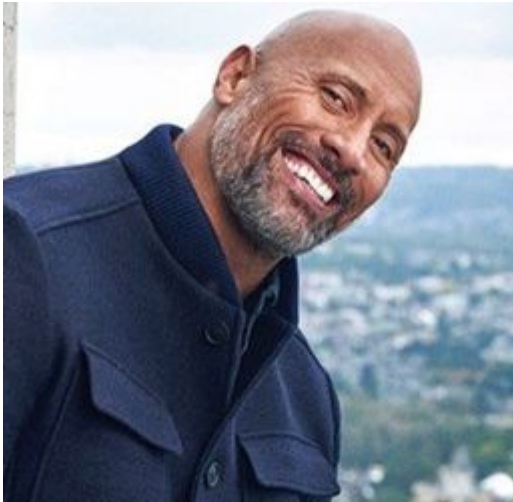


Peter Locke



Peter Locke is a 64-year-old physical education teacher at Northview Heights Secondary School in North York. Peter's employment at Northview Heights is very special to him as he is an alumnus of the school's Elite Athletes program. When Peter was in elementary school, many of his classmates would argue who out of Superman and Batman was cooler and more powerful; Peter didn't care much for these conversations as he believed that the Flash was on a much higher tier than either of the two. Peter looked up to his older brother, who was an Ontario Federation of School Athletic

Associations track and field participant. Peter was

never a phenomenal student but rather mediocre and so he looked toward sports to excel.

Though Peter's love for sports started early, he only became competitive in grade 5 when he was chosen to be on his school's track and field relay team. Peter would practice for the race whenever he had free time, running on the 400 metre track at the community centre near his home.

He became very upset when his school's relay team came in last place in their qualifying heat, openly blaming his relay mates for the crushing defeat as he didn't believe that they trained hard enough. It wasn't until high school when Peter met athletes much more driven and naturally talented than himself that he learned good sportsmanship. Throughout high school, Peter became much more skilled, and developed self-discipline and a great deal of internal motivation. Unfortunately for Peter, his ultimate goal of competing as a track athlete at the Olympics became unattainable when he tore his ACL when downhill skiing and never fully recovered.

Though Peter was disheartened for a long time, he accepted that just because he was unable to be a competitive athlete didn't mean he couldn't still enjoy sports. Peter's favourite sport is basketball because he enjoys the fast pace, is amused by the fact that a single turnover can dramatically change a play and even the outcome of the game, and finds it the most entertaining to watch. On the weekday evenings that Peter is not coaching Northview's basketball team, he volunteers at the Boys & Girls Club of Canada.

Peter lives in a spacious house in Pickering and is happily married to his wife of 40+ years but is worried that since he is quickly approaching retirement age and his wife does not enjoy conversing about sports, he will have no one to talk to about a topic so dear to him. To make matters worse, Peter and his wife find major social media platforms such as Facebook, Twitter, and Reddit to be complex and difficult to use. Peter's primary goal is to enjoy his retirement to its fullest and wishes that there was a way that he could connect with others to discuss sports-related topics.

Rebecca Archeron



Rebecca Archeron is a 34-year-old audit senior manager at PricewaterhouseCoopers (PwC) in London, England. She studied at the London Business School and through her cooperative education program, she gained experience at PwC. Her outstanding analytical skills, work ethic, and teamwork skills resulted in her being hired by PwC as a full-time, permanent employee immediately following the completion of her master's program. Rebecca's long-term goal is to become a partner at the firm.

At a young age, Rebecca became well aware of the hardships her parents faced as first-generation immigrants. Rebecca strived to be the perfect, disciplined child, trying not to be an additional source of stress for parents. Without a sibling to spend time and interact with, cousins halfway across the world, and busy parents trying to make a life for themselves, Rebecca combatted loneliness with learned easygoingness and friendliness. Rebecca's approachability allows her to start conversations with others easily and her considerable efforts to maintain those relationships lead to deep friendships. She is a people pleaser and conflict-avoidant, ensuring that everyone around her is happy, sometimes at the expense of her own happiness.

At work, Rebecca is a mediator when tensions become high (usually at year-end busy season) and dislikes performance review meetings with staff because confrontation is necessary. Recently, a human resources manager at her firm notified Rebecca that staff had been taking more time off work and were taking longer to return. Rebecca then spoke to an audit staff member who was under her tutelage and two who were not; she discovered that staff morale has been low and the amount of office camaraderie has been on the decline. This discovery is very disturbing to Rebecca as she loves and is very appreciative of her job at PwC and wishes others held the same sentiment.

Rebecca wonders why there aren't more initiatives that encourage teamwork in the workplace. She would like an initiative completely unrelated to business work like a company sports team, but she knows that with demanding work schedules, participation would require too large of a time commitment from employees. Instead, she believes that the formation of workplace teams with employees taking part in sports picks and predictions will increase banter and competition at work which will result in improved employee morale, and the new enjoyment will decrease absenteeism and increase in productivity in the long-run. In order to encourage participation from staff, Rebecca believes that managers (including herself) should be placed in teams. As busy professionals, a mobile app would be preferred as individuals need not be confined to a specific physical location when participating. Rebecca wonders if there is an app available that she can suggest the company use.

Thomas Nakamura



Thomas Nakamura is a 20-year-old second-year student in the electrical engineering program at the University of Cambridge. Due to his undeveloped time management skills and inability to quickly adjust to a new environment (now living in residence, on campus), Thomas experienced a great amount of stress during his first term. Instead of dealing with his stress, he turned to playing video games and since video games were new and exciting to Thomas, they consumed all his time. Thomas' lack of self-control affected his relationships with his friends, girlfriend, and family members. During this period, he subscribed to

various YouTube gaming channels and started streaming on Twitch. Thomas' problem-solving skills, perseverance, and bubblyness made him fun to watch, gaining him a decent number of followers. When Thomas was younger, he enjoyed playing games that tested his knowledge (Geo Challenge, Word Challenge, Trivial Pursuit, and others). After disastrous term one finals, Thomas realized that he could not afford to continue this behaviour and had to alter his rewards system to one of quick games.

Throughout the rest of his first year and continuing onto second year, Thomas would play foosball in the common room of his residence building, along with other mobile games with fast rounds. Occasionally, students would gather in the common room to watch sports games. Born and raised in British Columbia, Thomas would almost always root for the Canadian teams and players with Canadian roots. Many of his peers would speak poorly of the Canadian players and teams, but Thomas knew their stats were comparable or even better than those of the American players and teams; Thomas would mention this every once in a while, and felt rewarded when he was able to recall player and team stats that others were unable to. Providing strong arguments and remembering details were natural strengths of Thomas, serving him well when he competed in Model United Nations conferences in high school and participated in spelling bee competitions in middle school. Thomas hopes that these strengths along with his engineering undergrad will make him a top contender for a place in law school.

Thomas has since perfected his studying habits, and has started attending the campus gym. Despite his first term spent in isolation (which was uncharacteristic of him as he is quite bubbly and social), he quickly made a few gym buddies. His new friends were registered for university interhouse leagues and so Thomas joined. A handful of their conversations revolve around American sports teams. Thomas would like to participate more in these conversations but shies away because of the behemoth of information on sports teams that he doesn't know. Thomas wishes there was a fun way to test and retain his current knowledge and learn new sports information.