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| Pesona\_Jenny    Image credit : Google | * Jenny, 17 * Works at a restaurant (Part Time) * Lives with her family in Montreal, Canada |
| Background | Her parents emigrated from China, she was born here.  She is doing a degree in visual arts from Dawson College.  She likes to spend most of her free time with her siblings.  She likes to travel and sometimes she goes out for movies with her friends. |
| Everyday life | She rides a bicycle daily to her work.  During weekends she travel via subway with her friends or family whenever the are going out. |
| Tasks and Goals | As a TVM user, Jenny wishes to buy a monthly or yearly pass. |
| Pain points and frustrations | Jenny’s major concerns:   * Having to visit the TVM in person to recharge the card. * Not having option of payment receipt sent to his email. |