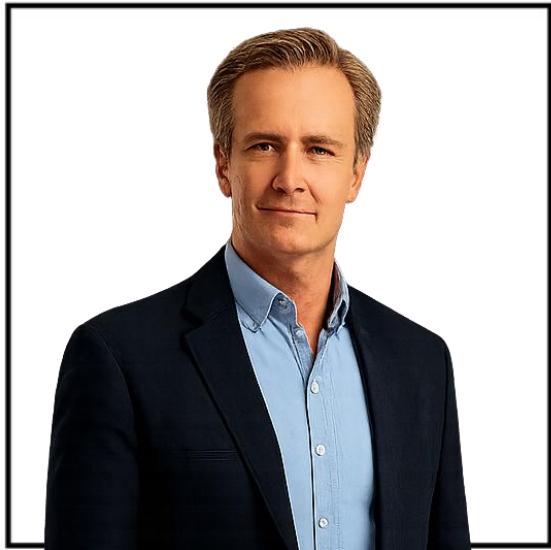


Persona



Name: David Brown

Age: 46

Location:

Durham Region

Profile: David was a tech expert at Bell and recently he got laid off due to the company's implementation of new technology, new brand Ateko.

Needs: David needs to find another job so he can support his family of 4.