Persona 1: Cheryl Garner - Consumer
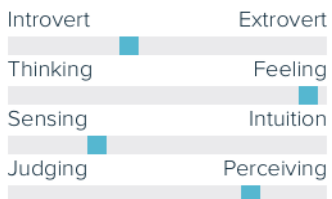
Cheryl Garner

"My greatest joy in life Is being able to share my story through ..."

Age: 38
Work: Professional Artist
Family: Married, kids.
Location: Pickering, Ontario

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving

Friendly   Creative   Hard-working

System Goals

- Navigate through variety of meaningful stories that relate to her visual-impairment
- Purchase different apparel that is representative of stories and designs that she connects with
- Purchase a unique article of clothing that related to her story as a visually-impaired artist
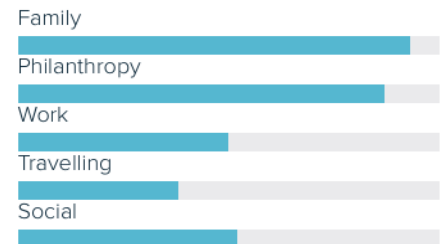
Frustrations

- Lack of media representation for visually-impaired artists
- Difficult to find apparel at everyday clothing stores that she has a deep interest in purchasing

Bio

Cheryl Garner is a 38 year old female artist based in Pickering, Ontario. From birth, she has struggled with partial blindness in both eyes, yet had continued to excel and devote herself towards a passion for visual artistry, in particular painting. She received her Bachelors of Fine Arts from York University, and continued to purse a Master's at OCAD University in Art, Media and Design. It is from within this program, that Cheryl also meets her partner to whom she is now married, and thereafter has a family with 2 children.

Cheryl is works as an assistant art teacher at a local high school and frequently volunteers at a charity foundation supporting visually-impaired artists. In addition to this, she has started to dabble in fashion with a particular interest in fashion curated by visually-impaired artists. She also finds herself gravitating towards pieces of clothing that represent the struggle of the visually impaired. Even

Motivation

Family

Philanthropy

Work

Travelling

Social

Brands & Influencers
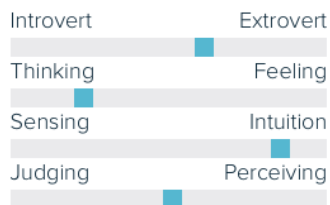
Persona 2: Ricardo Mano - Character

Ricardo Mano

"I hope to one day financially support a better life for my family, here in Canada."

Age: 22
Work: Registered Nurse
Family: consists of his mother, father and 5 other siblings
Marital Status: Single
Location: Kitchener, Ontario

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Tenacious | Family-oriented | Witty

System Goals

- To submit his immigration story and vocalize his personal struggles to become verified as a Character candidate.
- To clarify concerns and ask questions online, if any, regarding the verification process for characters
- After being verified as a character, to monitor statistics regarding revenue and product sales via profile information or private emails
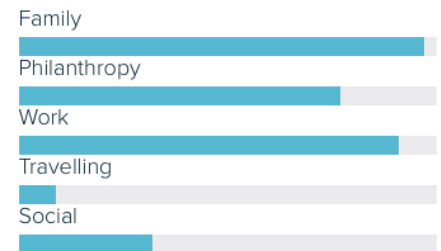
Frustrations

- Mano struggles to provide the finances needed to support his life in Canada and his family back home.
- Trying to balance, work, school, and taking care of his ill mother has been hard on Mano's mental health
- Not being able to spend time with family and relatives back home in the Philippines.

Bio

Ricardo Mano is the eldest of 5 other siblings. Much of his life has consisted of helping his father put food on the table and his schooling. At the age of 17, his family saved enough funds to provide Mano and his mother with the means to move from the Philippines to Canada for an opportunity at a better life. With close to nothing, Mano managed to start a life in Canada with his mother, where he had worked two full-time jobs all throughout his secondary as well as post-secondary education at the University of Guelph. Unfortunately, one year following their move from the Philippines to Canada, Mano's mother became extremely-ill and has forced Mano to additionally take on the role of a caretaker for his mother.

At the age of 22, Mano works as a registered Nurse at St.Mary's General Hospital. But despite all his efforts, the financial pressures that arise from his mother's medications, his family back home and his school

Motivation

Family
Philanthropy
Work
Travelling
Social

Brands & Influencers

Persona 3: Kairu Barati - Employee

Kairu Barati

Workaholic Strategic Talkative

"I love a good story. But, there's nothing more inspiring, heart-wrenching and eye-opening than a good story that's real."
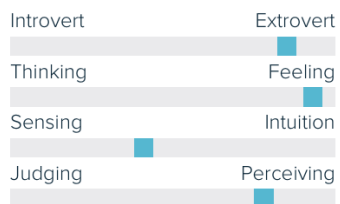
Age: 27
Work: Characters Story Analyst
Family: consists of mother, father and 1 older brother
Marital Status: Single
Location: Ottawa, Ontario

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving

System Goals
- To be able change statuses of submitted stories (so Character candidates can proceed to interview phase)
- To view latest statuses of all submitted stories
- To organize, rearrange, and sort the submitted stories by status

Frustrations
- Lacks experience with technologies, so utilizing and navigating software with complicated UIs causes difficulties
- Due to her lack of experience with technologies, she frequently faces challenges if the software is not intuitive

Bio

Kairu Barati was born in Sri Lanka, but moved to Ottawa, Canada with her parents and older brother at the age of 3. Barati comes from a family of teachers, where her father is an English professor and her mother is a history teacher. This meant that growing up, she was exposed to famous literature and explored a variety of historical artifacts which eventually sparked her passion for storytelling and journalism. Barati pursued a degree in Journalism and Humanities at Carleton University, where she's taken gap years in between her studies to travel abroad to a large majority of Europe and parts of East and South Asia to immerse herself in different cultures.

She completed her degree in 2021 and was just recently given the opportunity to take the employee role of Story Analyst for Characters, where she is responsible for evaluating the validity of submitted stories and developing criteria necessary for a Characters candidate.

Motivation

Family

Philanthropy

Work

Travelling

Social

Brands & Influencers