



1. Emery Wong

Basic Bio

- **Age:** 27
- **Occupation:** Investment banker
- **Educational Background:** has a Master of Business Administration, knows financial terms, and experienced in reading financial documents

Motivations and Anxieties

- wants to make a lot of money by investing into profitable industries
- wants an in-depth knowledge of place he invests in
- scared that he will lose large amounts of money in unprofitable ventures

Immediate Goals

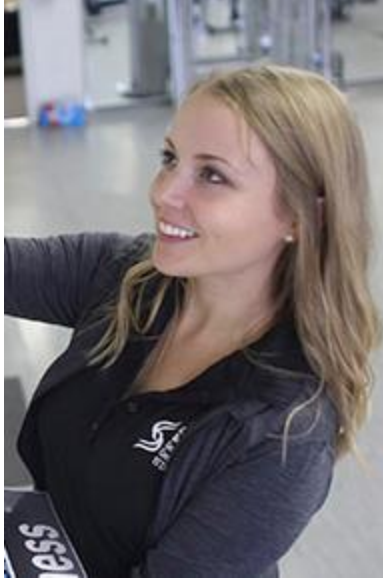
- find which company in the industry is making the most money
- find financial documents and investment opportunities
- find information about financial strategies of successful companies

User Goals

- find high profit return investment opportunities
- make lots of money
- gain insight into what makes a business successful in the FinTech industry

Experience Goals

- wants to know how to invest his money
- wants to have a clearer understanding of the industry as a whole
- wants to figure out strategies used by company to become successful in this industry



2. Addie Singer

Basic Bio

- **Age:** 20
- **Occupation:** Full-time student at university
- **Educational Background:** has studied computer science at University of Toronto for 3 years, is adept in computer concepts and has a strong ability to research

Motivations and Anxieties

- wants to have a career in FinTech, so is looking to secure a coop placement in the field
- wants to have as much knowledge about industry as possible
- worried she will not know enough during interviews or if she will even get any

Immediate Goals

- find general information about the company and available jobs
- find documents about specific corporations and their ethics and values
- compare benefits of jobs in different FinTech companies

User Goals

- learn more about the FinTech industry
- secure a high paying job in the industry

Experience Goals

- wants to feel more confident about her knowledge
- wants to have a clearer understanding of what job she would like to pursue
- wants to know what languages, technologies are commonly used in the industry so she can start learning



3. John A. McDonald

Basic Bio

- **Age:** 45
- **Occupation:** Business Analyst for the Government
- **Educational Background:** has : extensive experience analyzing the needs of businesses, but old-school and not tech savvy

Motivations and Anxieties

- wants to be the best worker for the government possible
- wants to keep up to date with all emerging industries
- anxious to make decisions for the government given the heavy repercussions

Immediate Goals

- check the status of the industry (number of companies, new technology, etc.)
- find news that has impact on big companies
- find what the industry needs to grow

User Goals

- help the countries industries expand and bring in more profit
- be up to date with big developments in the country

Experience Goals

- does not want to have a tiring experience navigating the application
- wants to understand what FinTech companies need to succeed