Name: Josephine Cloud

Job: Student (full time)

Location: Victoria

Interests: Social Media, Instagram

Skills: photography, basic computer skills

Photo Frequency: Takes photos every meal.

Goals: Make a collage of photos for her wall.

Scenario: Josephine selects the best photos from her album. She chooses the layout of the collage and the size of the individual photos. She orders a print for each of the photos. She sticks them on the wall.

Name: Michael Rodrick

Job: Retiree fighter pilot

Location: Winnipeg

Interests: Fishing, antiques, planes, grandchildren

Skills: Flying planes, decent computer skills, good motor coordination

Photo Frequency: Occasionally takes photos (with grandchildren), although likes looking through old photo albums.

Goal: Create a shrine dedicated to his grandkids and have enough extras for his friend in the nursing home.

Scenario: Quantity is more important than quality. Michael orders many copies of each photo. Sticks them on his wall and passes them out to his friends.

Name: Monika Spears

Job: Youtuber

Location: California

Interests: Vlogging, money, make-up, motivation, twitter

Skills: public speaking, social skills, media editing

Photo Frequency: At least once a day.

Goal: Create a pleasant background for her videos.

Scenario: Takes many pictures, specifically for her background. Plans outs background layout and designs a collage. Orders several different prints of the selected photos. Sticks them on the wall.