

## Phase 0: Persona



**Katie F.**

### Background

- 20, Female
- University student
- Ambitious
- Charismatic

### Interests

- Artistic sculptures
- Historical buildings
- Large skyscrapers

### Frustrations

- Small and cramped spaces
- The taste of fish and any type of sea food
- Being late to events
- Heavy traffic

Twenty year old Katie is a 4.0 student studying in Ryerson University studying civil engineer. She is currently taking a break from school during her fall semester reading week. She has plans to meet up with some of her high school friends from out of town and show them around Toronto.

She has lived in Toronto for the entirety of her life, and has never traveled outside of Canada. She currently lives in a small apartment just outside of downtown Toronto. She normally tied down by her school work and does not have time to socialize with her high school friends.

She loves meeting up with old friends and spent quality time together. She enjoys time in the large city and adores going on a shopping spree. She is interested in architecture design and historical buildings in Toronto.

## Phase 0: Persona



**Christ B.**

### Background

- 34, male
- Salesman
- Extroverted
- Adventures

### Interests

- Casinos
- Exotic food
- Fine dinning

### Frustrations

- Heights
- Alcohol
- Long waiting lines
- subways

Thirty four year old Christ is a professional salesman on a business trip in Toronto Canada. Chris is a father of two children living in North Carolina with his wife. He is visiting Toronto, Canada for three days during the weekend for his business meeting. The meeting last about two days, and Chris have one day to enjoy his time in downtown Toronto.

Chris is staying at Hilton Hotel for the weekend. He is foreign to Canada and Toronto; he mostly travels in the United States. Chris is fluent in two languages, both English and Spanish.

He very dislikes high places, and cannot stand the smell of alcohol. He normally would like to avoid subways or large waiting lines. However, he enjoys fine dining as well as exotic food.

## Phase 0: Persona



Kevin H.

### Background

- 29, male
- Unemployed
- Creative
- Courageous

### Interests

- Modern art
- Parties and group events
- Vegan

### Frustrations

- Regulations and rules
- Formal settings
- Tedious activities

Twenty nine year old Kevin is current unemployed and travelling the world. He started his journey in a small town in Westport Ireland. He has been to several big countries, and now he decided to visit the biggest city in Canada. He traveled from Brazil to Toronto, now living in a small motel in East Chinatown.

He is travelling the world on a small budget, working as he goes. He is fluent in many languages, including English, French and Cantonese. He is deciding to spend a week in Toronto to see all the tourist spots.

He enjoys modern arts, loves to go to parties and large events. However, he will not eat meat, and do not like formal settings.