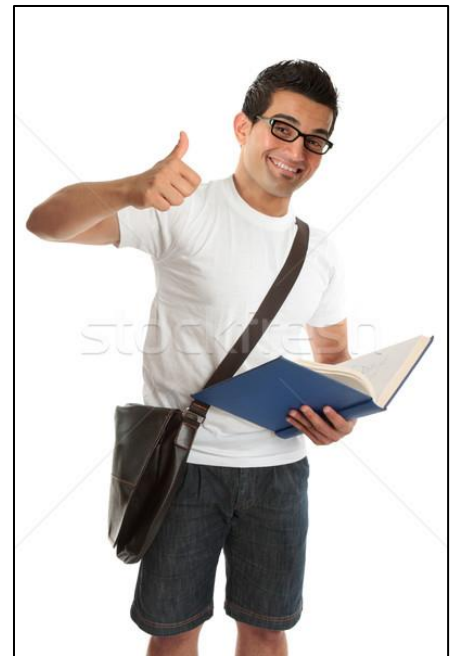


Persona #1 – Joseph Quincey

Joseph Quincey is a 21-year-old student attending the University of Toronto. He is currently in his 3rd year of studies where he is in the process of attaining a double-major in Commerce and Management, and has been on the honor roll for the previous two years. Joseph lives with his parents, his two sisters, and his pet dog. He is a cheerful and upbeat person, helping others whenever he can, but he also has an extremely competitive nature when it comes to doing what he enjoys, making him strive to always be the best.

Every weekday, Joseph must get to the local bus stop in the morning to make it to his afternoon classes. He remains at school late into the evening every day in which he attends university. On the weekends, Joseph dedicates twenty hours to working part-time at the local Best Buy in his area as a sales specialist, where he has been employed for the past three years. During his summer break, he changes from working part-time to full-time so that he can help fund his tuition for his next year of education. Joseph has also made a daily habit of going to the gym after he finishes work or school, where he usually ends up spending one to two hours.



Whenever Joseph isn't concerned with his studies, the gym, or with work, he spends his time playing video games on both his laptop and his PlayStation 4. He enjoys games that allow him to be competitive with his friends and other players that he may come across. He takes pleasure in being able to boast his skills when it comes to video games and consistently manages to excel in all video games that he plays. His current favorite video game is League of Legends. Another reason that allows him to enjoy video games so much is the vast amount of customization. He loves to be able to play games in which he can choose what his character is like, as it allows him to differentiate himself from others.

Persona #2 – Julian Verratti

Forty-three-year-old Julian Verratti is a bank manager at a local BMO branch in Hamilton, Ontario which is the same place in which he grew up. He was previously employed at a branch in Mississauga, but relocated five years ago, to take the position in London where he is now working five days a week, usually from 8 am to 4 pm. Julian lives in his home in the suburbs with his wife that he met back when he was in university, and his two children, which are both currently attending the local high school. He starts off his days with a morning coffee, taking him to his lunchbreak at which point he visits the restaurant across the street with one or more employees to get himself a healthy lunch. Dinner comes later in the day when his kids are back from school and either him or his wife are back home from work, which typically consists of a meat serving along with vegetables. He is beloved and put in high regard in his community for his energetic and caring personality, as well as his commitment to improving his community.

Julian strives to make his community a great place to live. He makes sure to volunteer on a regular basis, so that he can help his community in any possible way when the opportunity arises. Over the past years, he has organized and participated in many fundraisers that have helped his community center be in a much better state compared to how it previously was. He takes pride in dedicating his evenings on Monday, Wednesday, and Thursday to coach the local hockey team that his children play on, which have won the regional championships for the past two years. Julian also has many hobbies that he enjoys, which allows him to take some time off from all the work and volunteering. His favorite hobby is going golfing with his friends back from high school. He tries to get a round of golf set up with his friends at least once every two weeks at one of the many golf courses in his area. When he doesn't have the time to golf, or his friends are busy, he enjoys passing the time by playing simple and casual video games. Playing these video games reminds him of his childhood where he would spend most of his time at the arcade with his friends.

