

Arty Fischel - by David Wamai

age: 18

residence: Sudsbury, Alberta, CA

education: High School

occupation: Zamboni Driver

marital status: Single



"is it time to day drink yet?"

Arty plays Junior B hockey at his local rink. He's not very good, but he's really only in it for the girls. He works at the same rink, driving the zamboni machine so that he can "save for college," but the majority of his money goes towards disposable vapes and Four Lokos. He will be attending college next fall at the University of British Columbia in Vancouver, a city in which hes only been to once. He is intimidated by living in a big city, as his hometown is very rural.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- Attending "barn burners"
- wheeling broads
- make lots of money
- graduate college so his parents get off his back

Needs

- - nicotine
- - his lucky puck
- - an easy way to find his classes
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Values

- - Women
- - hard work
- - punctuality

Wants

- - an easy to understand user interface
- - not too many options at one time
- - to also find good places to eat while walking to class
- - a sick tattoo of Kelly Rohrbach

Fears

- - Women
- - losing champs
- - getting lost