

## **Allison Davis (in a relationship)**



Allison is a 28-year-old female working at CIBC as a bank teller (earning \$50, 000 annually) in Downtown Toronto. She has been working at CIBC for 3 years after completing her undergraduate degree in Finance from the University of Toronto. Allison lives in a small townhome in the York Region, so she commutes to downtown via public transit. Allison has found a healthy and caring relationship with a fellow coworker named Jacob. Allison struggles with using the software at CIBC, but she is fortunate to have Jacob to help her out. Allison and Jacob have had their moments outside of work, but they are relatively short-lived.

Allison finds that planning a date is always a hassle because she needs to navigate through several online platforms, like booking sites and Google maps. As such, Allison avoids planning out dates altogether and gets Jacob to do all the online planning for the couple. For the couple's anniversary on November 29th however, Allison would like to surprise Jacob by planning out a full day to visit nature-based attractions in Downtown Toronto. She is okay with spending between \$50 and \$100 that day. Also, Allison would like to start planning more dates that suit their nature-based interests and give them new things to explore; Jacob has already taken her to visit the famous landmarks in Toronto, such as the CN Tower and the Eaton Centre.

Her preferred method of travelling the streets of downtown Toronto is using the TTC. She avoids driving due to traffic congestion in the downtown core and does not enjoy walking long distances. Jacob also agrees with Allison, as they both constantly try to match their commutes together as closely as possible with the help and convenience of PRESTO cards.

## **Mark Walter (the father of four)**



Mark is a 41-year-old father of 3 sons and a daughter, who are all between the ages of 5 and 7. The Walter family currently live in New York City, USA. Mark owns several franchises (his net worth is \$1 million) and is responsible for monitoring their growth. He is relatively good with technology, as he uses his laptop often when doing conference calls and discussing business plans with partners. Mark makes his work one of his top priorities, as he is incredibly passionate about the franchises he owns and constantly vouches for them in a positive light. His wife, Mary Walter, is currently busy working abroad currently, so Mark is now dealt with being the sole supervisor for his kids for the time being. Mark has recently decided to go on vacation to spend time with his children, as he rarely gets to see them most days. He has decided that taking a road trip to Toronto for the long weekend would be a good escape from the NYC environment that seems all too familiar to him.

Mark is completely unaware on what Toronto has to offer, and unfortunately, a lot of Mark's friends are also in the same boat. Mark's interest was piqued when the news of the Toronto Raptors winning this year's NBA Championships broke the internet. Mark wants to make sure to hit all the standard landmarks and attractions that seem all too normal to most citizens of Toronto. Due to the time constraints placed on Mark through his work responsibilities, it could possibly be too time consuming to visit several different platforms (e.g. Expedia, TripAdvisor, Google, etc) to try and plan out an itinerary. It would prove useful if there was a one-platform solution that could easily help Mark plan out such a journey.

Money is not an issue for Mark as he is quite wealthy and plans to travel through the streets of Toronto in his luxury SUV. Mark believes it will be much easier to go between destinations if he can drive the family there. He is confident in his ability to navigate the busy streets of Toronto due to his previous experiences of dealing with NYC's incredibly notorious traffic.

## **Justin Marc (the extroverted student)**



Justin is a 21-year-old male who is currently a third-year Computer Science student at the University of Toronto (St. George campus). He currently lives downtown which makes commuting to school easy. Justin took an interest to software development as a kid when making simple Java-based games and has come a long way since then; Justin has worked on some pretty respectable Android applications. His experience so far at the University of Toronto has expanded his knowledge on languages like Python, C, Java, Android, and SQL.

After two long years of being bombarded with complex assignments and concepts, Justin has decided to lighten the load on himself for his third year at the university. He began to take 3 courses per semester instead of taking the standard 5 courses that most full-time students usually take. He can do this thanks to the courses he took in the summer which helped him to fast track and lighten his future course loads. With the development of this, Justin has been able to branch out more and expand on his social circle and plans to enjoy the night life that Toronto has to offer with the new friendships that he has made this year.

Justin is looking to get into the party scene with his newfound friends and have a good time. He believes that this change in pace is a well needed one and will give him the opportunity to let himself loose and relax. His friends have shared the names of popular clubs and bars and invited him to tag along on the weekends. This environment is completely foreign to Justin, which makes him a little anxious about what to expect, but he puts his faith in his friends to direct him and let him know where the best spots are. Justin feels that once he gets used to the change in pace, he can direct his friends to the other popular clubs and bars in the downtown core.

As Justin is a full-time student with no income with no job, the combination of this plus Doug Ford's decision to severely reduce the funding post-secondary students receive via OSAP, he is pressed when it comes to money. If Justin's friends are feeling generous, they will cover the Uber/Lyft fees, but in most cases, Justin will be walking to his destinations. Justin will most likely find all this walking rather slow and tiresome, but at least he'll get some nice calves from it.