

# Jacob Armani



Jacob is a twenty-seven year old who recently moved to San Francisco to work as a Software Engineer at Meta. Prior to moving, he was living in Scarborough where he was born and raised. He had developed a large network of friends and family, whom he enjoyed spending time with whenever possible. On weekdays, he enjoyed meeting up with his friends from University to grab a quick bite to eat, and then heading to the gym to play a couple games of pick-up basketball with the locals. On weekends, he loved heading downtown to participate in events,

including marathons, parades, food festivals, and sports games - whatever's trending on his Instagram feed and group chats at the time. When he decided to move to San Francisco, he was excited at the opportunity to advance his professional career. But at the same time, he was devastated that he had to leave behind the friends and city that he adored.

Ever since Jacob moved, he has tried his best to keep in touch with his friends. However, he has been itching to head out and experience the city like he used to. He considers himself a "social butterfly," and would love to meet new people and find new interests. However, he is still new to the city and doesn't know much about the culture and area. He's worried that he may end up attending a sketchy event or heading into an unsafe area of the city. He thinks it would be extremely helpful if he had a way to view popular events in the area and join the ones he likes.

# Marcus Wailani

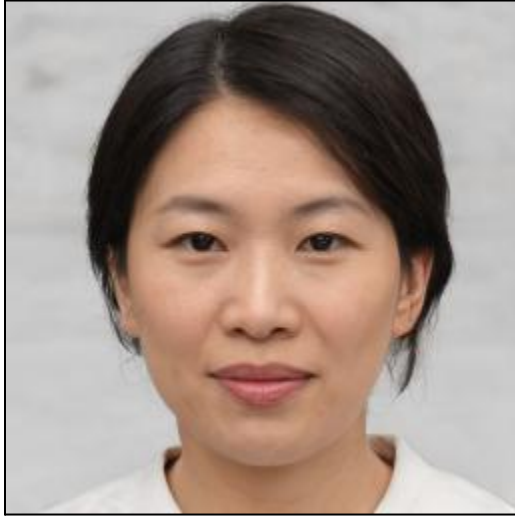


Sixty-three year old Marcus is a professor who recently retired from the University of Hawai'i at Mānoa. He currently lives in Maui, Hawaii with his daughter Rachel and granddaughter Bella, who is an incoming freshman at UCLA. He has always loved cooking, and specializes in Hawaiian cuisine. Some of his best dishes include saimin, poke, and spam musubi - a state favourite. He believes Hawaii has some of the most unique cuisine in the world, and was disappointed when he saw many of his previous students regularly eating fast food instead. Since he

didn't want Bella to do the same, he decided to teach her how to cook Hawaiian cuisine before she moved away for University. Everyday, Marcus taught her something new about the ingredients and dishes found in Hawaii. Before Bella left, she told her grandfather that he should try teaching others how to cook as well.

Since Marcus had a lot of time on his hands, he decided on starting his own cooking class for Hawaiian cuisine. He wants to hold his classes every Saturday morning at a local kitchen. He believes everyone should be given an equal opportunity to try things, and doesn't want to charge any money for his classes as he doesn't mind paying for the ingredients of a few others. His days of lecturing hundreds of students at a time are over, so he prefers to keep his cooking classes small. As such, he isn't too keen on creating advertisements for his classes and posting all over social media. He would like a way to easily share his cooking classes with members of the community.

# Mei Takanashi



Mei is a thirty-nine year old who works for a Talent Agency in New York City. Being from Japan, she was raised to be very career-driven and puts a large amount of effort into work every day, often staying in the office until late at night. Some of her duties include recruiting new talent, finding opportunities for them to perform, and ensuring that they are on the path to success. She has been in the industry for over 10 years, and enjoys helping others achieve their dreams. The nature of her job requires her to constantly keep up with the latest trends, so she

spends a lot of time on social media. In addition to Mei's dedication to her work, she will occasionally grab a drink or two with her coworkers on Friday nights.

As part of her job, Mei currently manages several small and upcoming musicians located in NYC. One of the musicians who goes by "The Weekday" has recently landed a gig at a fairly popular spot in the city. Mei believes this could be The Weekday's chance to make it big, and wants to do everything she can to get people to attend. The event will be free in order to get as many people to attend as possible, and requires attendees to register on an app for security purposes. Mei is working on advertising for the gig, and believes it would be great if there was a way to advertise and register attendees on the same platform.