



Karen McKay, age 51
Our Ideal Booster. Has personal experience with mental health issues in the family (daughter's eating disorder)
Montreal, QC

Bio/Background
Karen lives in an affluent postal code and is university educated and married with a household income of \$180,000. She's at the centre of a big, extended family offering lots of joy... and drama. She's an empty nester with a lot more time on her hands to get involved. She donates over \$1,000/year, takes part in walks and already knows us by name. She manages or oversees about 80% of the household financial decisions.

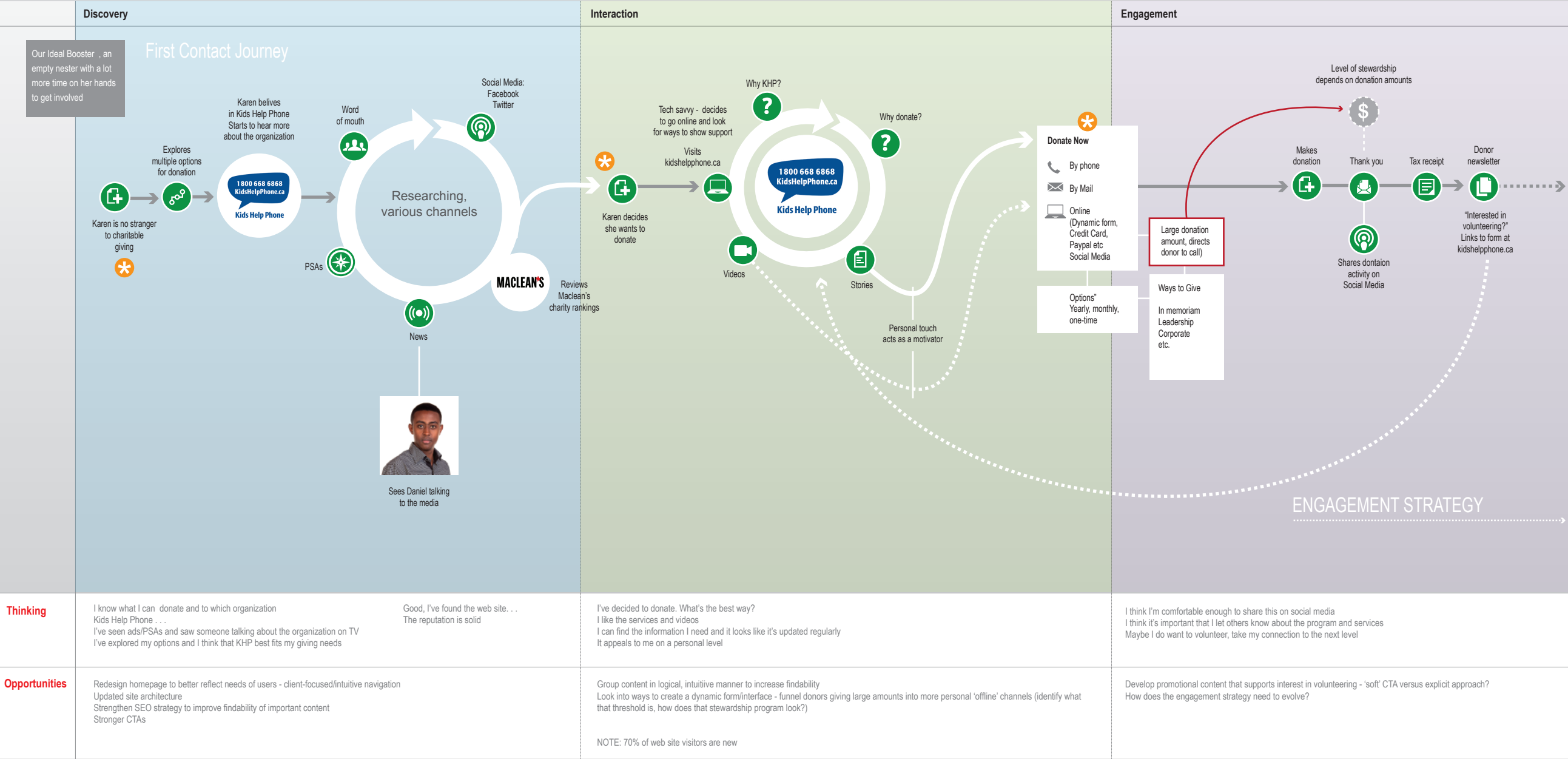
Personality:
Introvert
Sensing
Feeling
Perceiving

Brands:
Social platform: Facebook (to share photos of family and friends)
Hobby/Interest: garden, travel, cook
Restaurant: Olive Garden, Red Lobster
Clothing: Northern Reflections, Ann Taylor

Goals/Motivations/Wants
Prior experience with mental health issues/deep empathy
Wants to have impact

Frustrations/Barriers
Desktop first design
Accessibility

Tech savvy





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