



Sienna the Socialite

AGE

29

LOCATION

Toronto

OCCUPATION

Lawyer

STATUS

Dating

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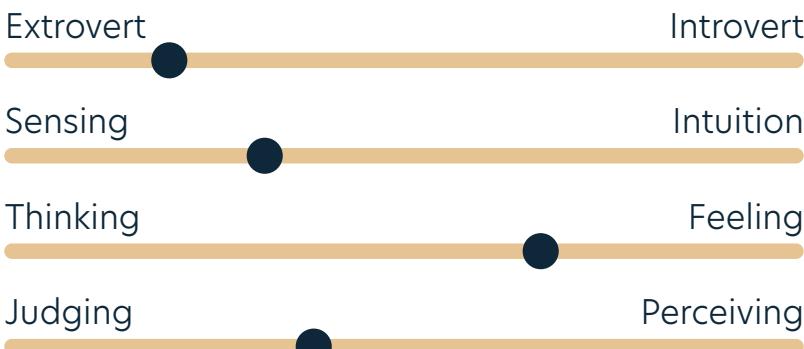
If I die tomorrow, I will be happy knowing that I've truly lived each day to the fullest.

GOALS

- To enjoy city life to the fullest
- To find new date spots
- To enjoy views with friends

FRUSTRATIONS

- Not understanding an interface
- Difficulty of finding information
- Too busy to research new sights



DRIVEN

SPONTANEOUS

ENERGETIC

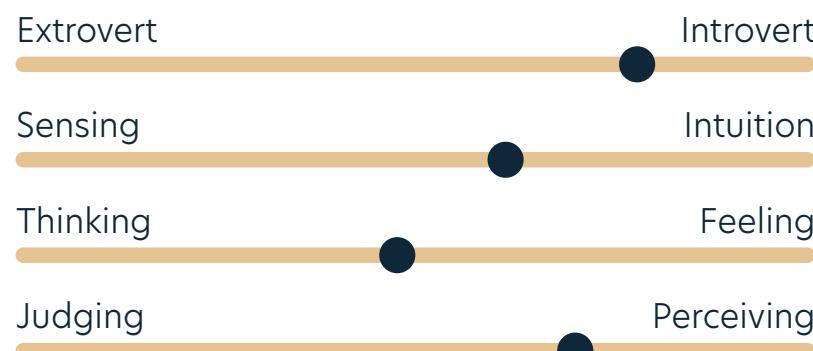
CARING

Isla the Influencer

AGE	21
LOCATION	Vancouver
OCCUPATION	Student
STATUS	Single

GOALS

- To find new photo-op spots
- To find the latest trending views
- To be first to shoot a new location



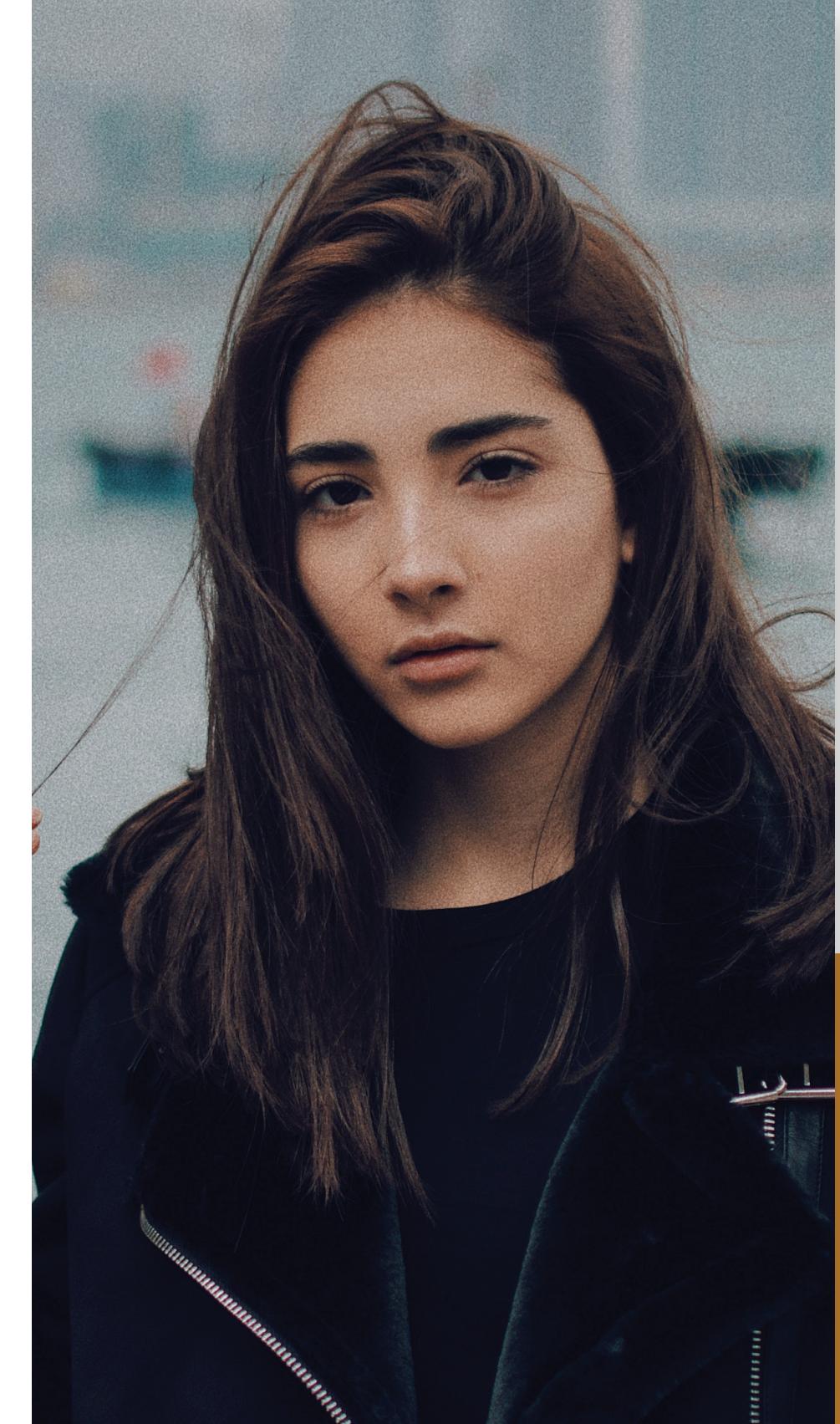
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Happiness is in the quiet moments before the snap of the shutter breaks the silence.

FRUSTRATIONS

- Not enough resources out there for the newest locations
- Difficult to stay on top of the trends

POSITIVE **RESERVED**
LOYAL **AMUSING**





Tobias the Traveler

AGE

28

LOCATION

Edmonton

OCCUPATION

Engineer

STATUS

Married

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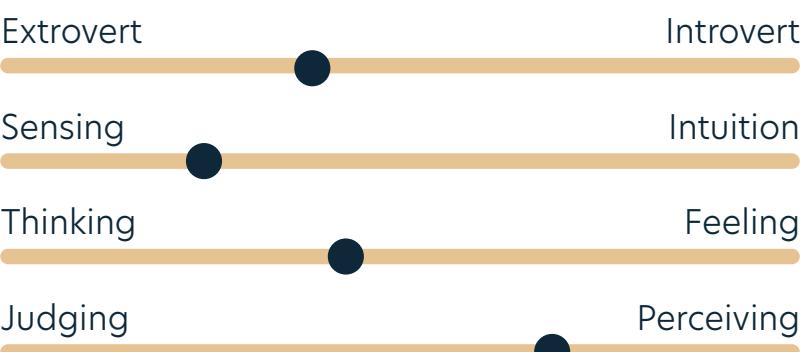
We only live once, so make each day a new adventure with the ones you love.

GOALS

- To be the first to find new sights
- To enjoy nature with his partner
- To try new adventures each day

FRUSTRATIONS

- Not enough information available
- Not enough ratings available to ensure an enjoyable time



ADVENTUROUS

FRIENDLY

OPTIMISTIC

BRAVE