



Nicolas, 20

MARRIED	No
KIDS	No
EDUCATION	Liberal Arts
OCCUPATION	Student
LOCATION	Waterloo

HARD-WORKER

CARING

INTELLIGENT

CREATIVE

“ I have recently been feeling like I have no one to talk to, especially with all of this isolation.

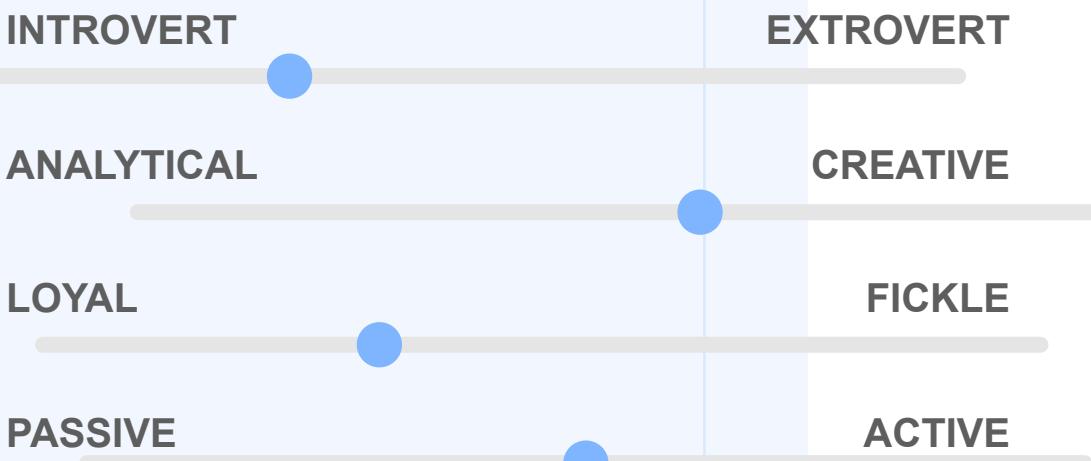
It would be nice to find some remote well-being resources in the Kitchener-Waterloo area where I can also connect with other students or people who are facing the same situation as I am.

Bio / Scenario

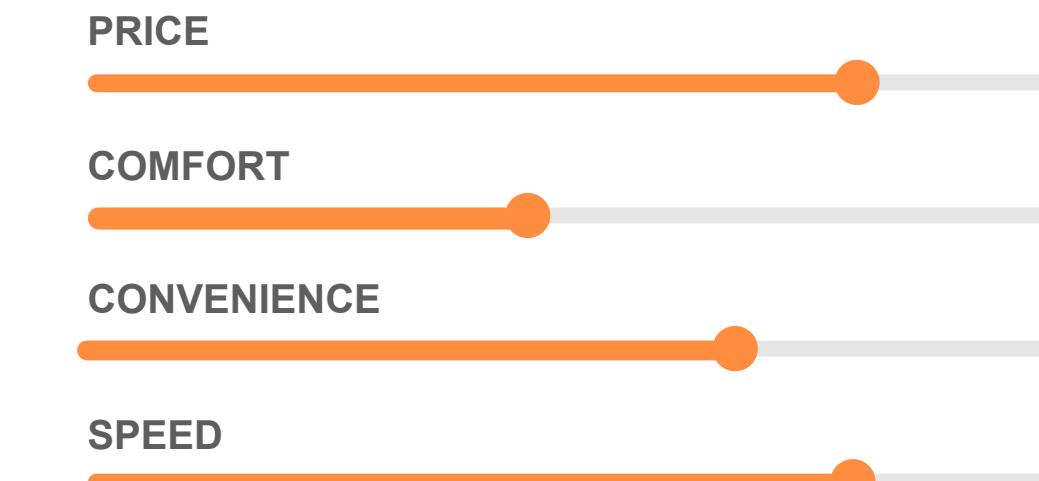
Nicolas is trying to tackle work and school because he needs to pay for his tuition. He is unable to decompress by hanging out with friends, and online interaction just isn't the same.

He is getting worried about his well-being because he has been feeling down for a while. He wants to find some online resources or events that people his age also use or attend.

Personality



Motivations



Software & Apps



Goals

- To learn more about how to manage personal well-being
- To find a free or low cost remote workshop, module or event
- To obtain fast information about programs available to people his age

Frustrations

- There is an overwhelming amount of information
- He would like to see more resources dedicated to students like him, such as posts with advice



Olivia, 45

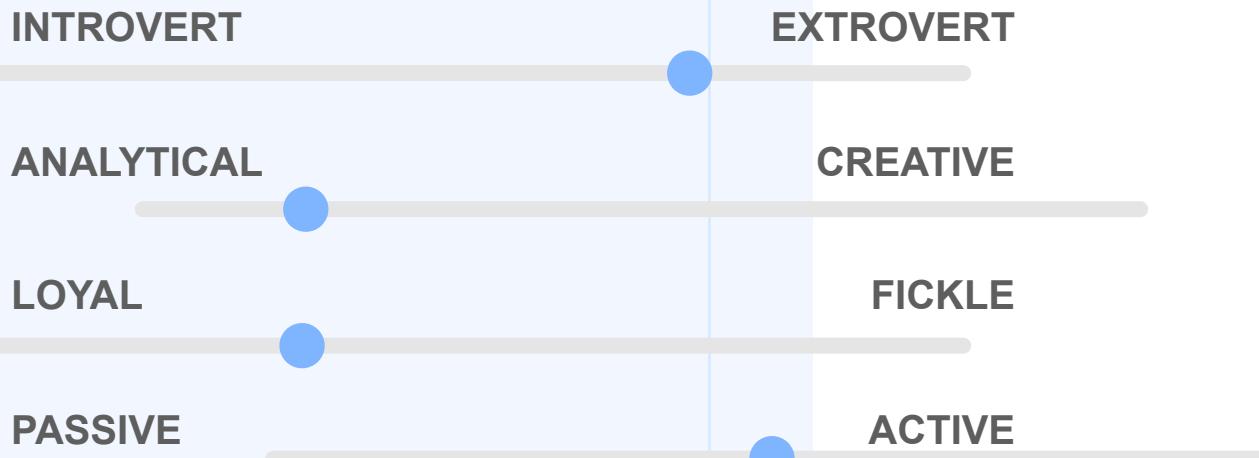
MARRIED	Yes
KIDS	Daughter, 17
EDUCATION	BBA
OCCUPATION	Senior Accountant
LOCATION	Waterloo

ANALYTICAL CARING
INTELLIGENT CAUTIOUS

“ I am a busy woman. I have recently noticed that my daughter has fallen into a period of depression because of the pandemic isolation and online school.

I want quick and accessible resources on suicide prevention as well as a possible youth group that I can sign her up for. I doubt that this is the situation, but I want to be prepared and I want her to be informed and prepared as well.

Personality



Goals

- To obtain quick information about suicide prevention, intervention, and postvention
- To feel like the website is professional and offers a sense of reassurance
- She wants to sign her daughter up for a virtual activity, either with WRSPC or an organization that they recommend

Bio / Scenario

Olivia is a busy, hard-working mom who wants to make sure that she stays informed on her child's well-being. She is someone who plans ahead, so she wants to be prepared for anything.

Her daughter has been showing signs of depression and extreme isolation, and she is becoming concerned with her mental health. She is 17 which is a fragile age.

Software & Apps



Motivations



Frustrations

- There is too much information on WRSPC's website
- Olivia is becoming overwhelmed with so many options and resources