1. As a researcher working with people overseas, I can use the unit converter to convert my data for my peers who use different units.

2. As a student who moved to Canada from the EU, I can use the unit converter while shopping.

3. As a cook who constantly looks for new recipes, I use the app to convert units of weight.

4. As a business owner sending packages overseas, I use the app to convert the size of my packages.

5. As a student working in physics, I can use the app to convert various units.