



TREYVON CHENG

"Time isn't the main thing. It's the only thing."

Treyvon Cheng is a 15-year-old high school student in Bracebridge and Muskoka Lakes Secondary School, Ontario, Canada. He doesn't put that much value behind his studies, but he does love learning about and experiencing the world around him. Treyvon's friends call him a "connoisseur of clubs" if you will, as he is involved in almost every student society his school offers. From sports to photography to debate, Treyvon is constantly out and about with his busy schedule as he dips his hand in everything. A good time-management tool and planner is the backbone to his daily life.

Every two or three months, Treyvon likes to bake a big, delicious American-Italian style lasagna for the family dinner. His younger sister Rebecca helps set the table and takes the role of "taste-tester" very officially while he cooks. His parents love to see these few, rare moments of the two getting along.

Treyvon values real-world experiences over digital or literary ones. Pursuing so many things though have left him with little time to spend on romantic relationships. Treyvon is in the process of understanding the value of time management, and prioritization. He is learning how to make difficult choices between the things he loves most.

Aspirations:

- Making Captain of his high school's badminton team.
- Getting to level 70 in his favourite videogame World of Warcraft.
- Saving up enough money at his Staples job to buy his crush a stellar birthday gift.
- Going snowboarding on a very tall mountain.

Fears:

- Not balancing his time well enough to keep up decent grades and get into college or university. Scared of being the odd one out among his friends.
- Having to support his family post-grad, making money tight and preventing him from travelling the world.

Lisa Emmanuel

Age: 50

Occupation: Senior Lawyer at Goldman Sachs

Bio:

Lisa is the only-child daughter of her parents, Edward and Brigitte. Having grown up without siblings, and focusing on her career to get to where she is today, the one thing Lisa wants most of all is an active, bustling family to support and live with. She is looking around for a partner on Tinder, and has amassed enough savings to retire in comfort and support an adopted child or two to adulthood.

In her free time, Lisa loves to get away from her strict, rule/law-abiding/detail-focused line of work and pursue more freeing activities. She enjoys yoga, free-form swimming, and experimenting outside of the recipe instructions during cooking. As an upper-middle-class white-collar worker, her income affords her these extravagancies in addition to taking long vacations. Lisa is getting more and more used to finally relaxing and focusing on herself. She loves to drink Orange Pekoe tea on her breaks, and enjoys a simple tuna fish salad sandwich on white bread (with a dash of green olives for that extra flavour) as her favourite lunch.

Entrenched in reliable but aged and static technology and policies, Lisa is mostly concerned with seeing her day-to-day tasks that need to be done, and less so with new techy features apps are always putting in her face. A long work week and overseeing the junior lawyers means requiring an easy-access and error-free time management toolset.

Goals:

- Guiding the careers of her junior lawyer team.
- Picking up swimming again at the local pool.
- Setting up her eventual retirement and finding a romantic partner to enjoy it with.

Pain Points:

- Wants to learn how to cook fancier dishes but never has enough time.
- Hates all the extra pop-ups and confusing layout her schedule app overwhelms her with.
- Lacks confidence in her accomplishments and day-to-day objectives.



*"The key is not in spending time,
but in investing it."*



“The common man is not concerned about the passage of time.

The man of talent is driven by it.”

AAYAN THOMPSON

Aayan Thompson is a 26-year-old Junior Developer at Dell Technologies. Living in a townhouse with his 2 parents, an older brother, and a younger sister, Aayan is well adapted to a busy and hectic lifestyle. Having graduated university and landed a full-time career however, he and his long-term girlfriend Nusrat are finally looking to purchase a small home and start their own lives in earnest. His ideal dream consists of finding a home close enough to work that he can ride his skateboard to it every day. Every Friday, Aayan rides his skateboard to the local masjid to pray. He is also involved with their charity efforts - staying up to date with the news makes Aayan realize how fortunate he is, and how unfortunate and in-need the rest of the world is. This also in-turn makes him value his time and life on Earth that much more - he wants to spend every passing hour of it meaningfully.

Aayan is a pillar of support to his coworkers for his programming knowledge, as he enjoys spending his free time learning new languages from YouTube and Khan Academy. He has excellent time management, because he is experienced in using his favourite productivity apps, both Trello and RescueTime in tandem. He loves apps that have a host of different features. Aayan is all about maximizing and making the most of his technologies.

Likes:

- Educational websites like Coursera and Codecademy. Loves to learn new things.
- Consuming science fiction media (novels, tv shows, anime – you name it, he’s seen it).
- Playing his favourite sports: tennis, soccer, and volleyball (recreationally with his friends).

Dislikes:

- Recipes and dishes that are sour in nature.
- The outrageous amounts of sugar in his favourite drinks (orange juice and pineapple juice).
- Technologies that waste his time hiding features and information behind multiple interfaces instead of being out in the open and easy-access.

AGE : 26

OCCUPATION : DEVELOPER

