



Rita Williams

Rita is a 16 year old, grade 11 high school student living in Kitchener, Ontario. She often spends time browsing the social media in the evening. Rita is researching what university she wants to attend. She looked at many universities and is interested in arts related programs. Her parents have expressed how they wish to see her being able to support herself during university. Rita is really looking forward to university, meeting new people and making new friends.

Age 16

Grade 11

Kitchener, Ontario

Devices owned/used:

Laptop, Smartphone

Social networks used:

Facebook, Snapchat, Youtube

Rita wakes up early in the morning around 8am to get to school and attend classes. She spends most of the day in school. During her free time she works on homework or hang outs with friends. After returning home from school she spends quite a bit of time browsing the internet and working on homework before going to sleep at night, she also spends most weekends with friends and family.

Rita has high expectations towards university and wishes to meet new people and make new friends in her first year. She understands that university will bring a new set of challenges, but conversely, more opportunities to explore and have fun. Rita expects to be able to support herself during university through co-op or other options. She is looking for information about the different programs at the university and their requirements as well as information about co-op which may affect her future career choices.

Rita has a laptop and a smartphone which she primarily uses for school and on occasion facebook and instagram. She uses Facebook primarily for communicating with friends and family and sometimes for entertainment. Rita practically never uses instagram and the only reason she has it is because her friends used it. Once in awhile she would hop on instagram and check content that is funny, simple and clean with nice aesthetics, along with infographics and other informative material. Rita prefers content that follows a theme and likes to see stories that are realistic and relatable that are also not sugar coated. Her preferences are of pictures to relate to as well as good descriptions. Rita has not particularly found a use for Instagram and thinks it is more of a niche application.