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Amy Ng

Hamilton, ON

Gender: **Female**

Age: **45**

Income: **\$45,000**

Occupation: **Swim coach, cashier, food delivery driver**

Education: **Bachelor's Degree**

Technical Competence: **Struggles with new apps**

Bio

Amy Ng is a first-generation immigrant who works mainly as a swim coach. She has divorced with her ex-husband 8 years ago and she currently lives with her two teenage daughters in a condo. The older one is 17 years old and the younger one has just turned 13. They adopted a domestic shorthair cat which also lives with the family.

Amy's older daughter will go to university soon and her tuition is a big financial burden to the family. Being a swim coach is seasonal so Amy decided to work part-time as a cashier and as a driver for food delivery apps to make some extra money. She works about 10 hours per day including the weekends, leaving herself little time to catch up with her family about their lives.

"I want to make sure my family is doing well without digging through their activity on social media."

Personality

ISTJ - Introverted, Sensing, Thinking, Judging

Goals

- Bond with her relatives in Hong Kong
- Find a way to set up family events easily
- Get updates from her daughters even when she is at work

Pains

Low level of savviness in technology, which leads to a slow learning curve for complex social media apps.



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Mark Young

North York, ON

Gender: **Male**

Age: **17**

Income: **\$0**

Education: **Currently in high school**

Technical Competence: **His cell phone is with him 24/7**

Bio

Mark is attending grade 11 at a high school in North York, ON. He lives in a semi-detached house with his parents, and 2 of his 3 siblings. He has an identical twin and is the second youngest in the family. His oldest sister recently became engaged, and moved in with her fiance.

He turned 17 recently and just got his G2 license with his twin. The family only has 2 cars, which is shared among 5 people.

His parents used to both work full time in-office. However, when COVID hit, everyone started working/studying at home.

Personality

ESFP - Extraverted, Sensing, Feeling, Perceiving

Goals

- Use the car whenever
- Convince parents to get faster wifi
- Help out around the house...sometimes

Pains

Constantly have to argue with siblings or parent over things like who gets the bathroom in the morning first, who can take the cars out Friday night etc.

"I don't want to always have to argue with my siblings over small things like who gets to play with the Switch."