



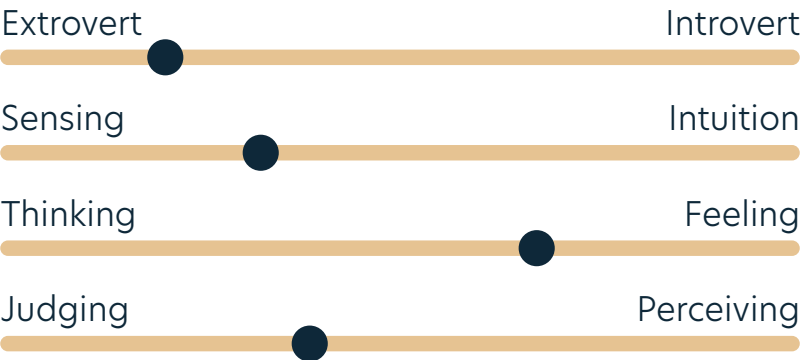
# Sienna the Socialite

AGE 29  
LOCATION Toronto  
OCCUPATION Lawyer  
STATUS Dating

“ If I die tomorrow, I will be happy knowing that I’ve truly lived each day to the fullest.”

- ### GOALS
- To enjoy city life to the fullest
  - To find new date spots
  - To enjoy views with friends

- ### FRUSTRATIONS
- Not understanding an interface
  - Difficulty of finding information
  - Too busy to research new sights



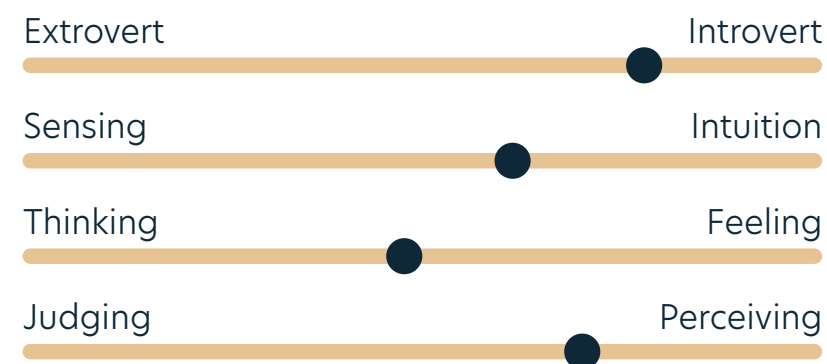
DRIVEN SPONTANEOUS  
ENERGETIC CARING

# Isla the Influencer

AGE 21  
LOCATION Vancouver  
OCCUPATION Student  
STATUS Single

## GOALS

- To find new photo-op spots
- To find the latest trending views
- To be first to shoot a new location



“

*Happiness is in the quiet moments before the snap of the shutter breaks the silence.*

## FRUSTRATIONS

- Not enough resources out there for the newest locations
- Difficult to stay on top of the trends

POSITIVE

RESERVED

LOYAL

AMUSING





# Tobias the Traveler

AGE 28  
LOCATION Edmonton  
OCCUPATION Engineer  
STATUS Married

“

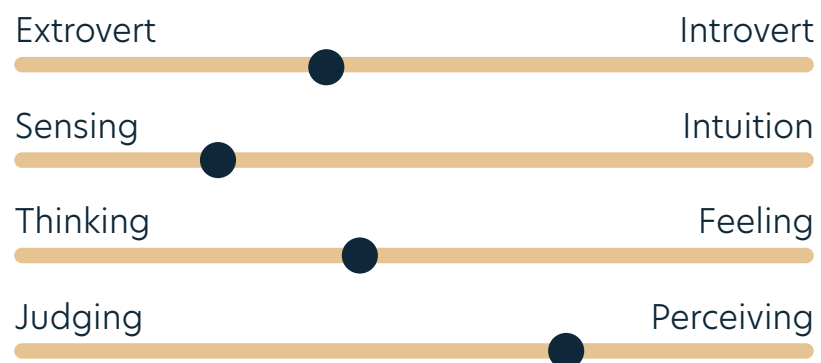
*We only live once, so make each day a new adventure with the ones you love.*

## GOALS

- To be the first to find new sights
- To enjoy nature with his partner
- To try new adventures each day

## FRUSTRATIONS

- Not enough information available
- Not enough ratings available to ensure an enjoyable time



ADVENTUROUS FRIENDLY  
OPTIMISTIC BRAVE