

# New User Nancy

## Flash Biography



Nancy is a 66 year old high school teacher who is nearing retirement and, now that she won't be seeing people every day, wants to find new friends as she begins to embark on this new stage in her life. She and her husband bought a timeshare in Tucson and she wants to find friends there. Her interests are similar to many women her age and she is excited to connect with people. She gets by on technology use and knows the basics, and only uses Facebook for social media.

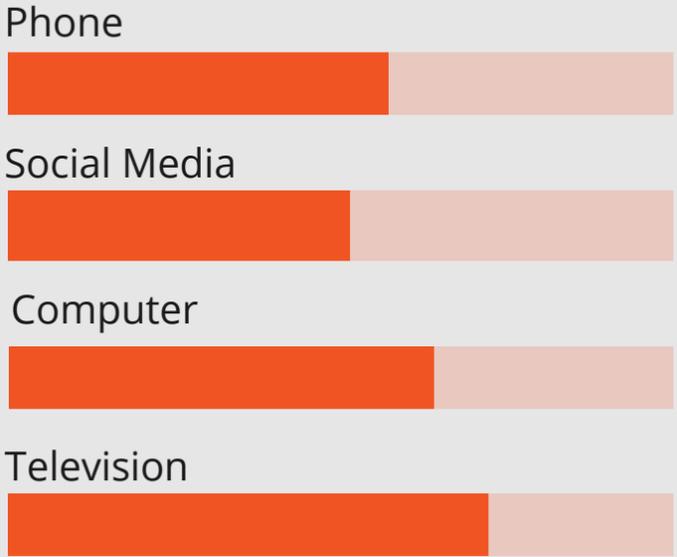
## Basic Information

**Age:** 66  
**Gender:** Female  
**Location:** Burlington, ON and Tucson, AZ  
**Job:** High School Teacher  
**Preferred language:** English  
**Marital status:** Married  
**Family:** 3 children, 6 grandchildren  
**Socio-economic status:** Middle-

## Goals

- Connect with others as she nears retirement
- Find community near her that shares her interests
- Travel with friends
- Learn from new experiences

## Technology Use



## Digital Touchpoints



## Personal Interests and Hobbies

- Gardening to reduce stress levels
- Playing the piano
- Watching movies and television shows, especially network television dramas

## Frustrations

- Doesn't know where to go to find a specific community
- The Internet is daunting and while she understands it, she is slow to use it
- Leaving a familiar setting heading out of the workforce and into retirement, so this causes anxiety

# Widower Wayne

## Flash Biography



Recently-widowed Stan is a snowbird who splits his time between Canada and Florida, and would like to establish connections in both places. The loss of his wife has him lonely and searching for companions to share in life's experiences. A retired banker, he has used a Blackberry since Scotiabank gave him one in the 90s and only really uses e-mail, though he maintains a LinkedIn account for professional purposes.

## Basic Information

**Age:** 73

**Gender:** Male

**Location:** Ottawa, ON & Clearwater, FL

**Job:** Retired Banker

**Preferred language:** English

**Marital status:** Widowed

**Family:** 1 child, 4 grandchildren

**Socio-economic status:** Upper Middle-class

## Goals

- Find more friends after the loss of his wife
- Establish connections outside of career and those he knows through his wife
- Continue his snowbird lifestyle
- Be active

## Technology Use

Phone



Social Media



Computer



Television



## Digital Touchpoints



## Personal Interests and Hobbies

- Playing golf, watching golf, thinking about golf
- Enjoys economics and discussing work and career
- Reading, especially biographies or large volumes of WWII history

## Frustrations

- Not fluent in social media
- Finding new people with the same interests is difficult, especially without his wife
- Finds it difficult to maintain a social life in both Ottawa and Florida at the same time; often feels disconnected after returning from either plac

# Recent Immigrant Irma

## Flash Biography



Irma recently immigrated to Toronto from Peru, along with her large family. She is a Dental Assistant and thanks to her passable English and Spanish-speaking workplace she can keep working. A deeply religious woman, Irma wants to establish friendships with like-minded people. Irma became comfortable using technology quickly to stay connected with her large family. She would like to find friends outside of her family and branch out, building a social life of her own.

## Basic Information

**Age:** 70  
**Gender:** Female  
**Location:** Toronto, ON from Peru  
**Job:** Dental Assistant  
**Preferred language:** Spanish/English  
**Marital status:** Married  
**Family:** 5 children, 11 grandchildren  
**Socio-economic status:** Middle-class

## Goals

- Make new friends in a new country
- Build on English language skills
- Find friends in the Roman Catholic community specifically

## Technology Use

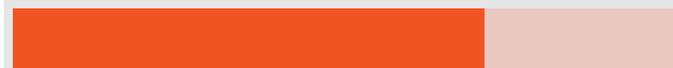
Phone



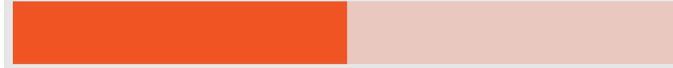
Social Media



Computer



Television



## Digital Touchpoints



## Personal Interests and Hobbies

- Religious pursuits (Bible study, prayer, etc)
- Sports (watching Soccer specifically)
- Needlework and knitting

## Frustrations

- English language skills are passable and conversational but she misses some words
- Moving to a new country with her large family is anxiety-inducing and she wants to find a social life outside of them

# Anti Persona Richard

## Flash Biography



Richard, whose friends and family call him Dick, is a retired business leader who splits his time between homes in Toronto, Cape Cod, and Florida. He gave up on trying to become fluent in technology a long time ago, and relented by getting a flip phone a decade ago. He has never and will never use social media and has a personal assistant that manages e-mail and scheduling. Richard simply wants to live out his retirement in relative peace and not be disturbed by anything new or disruptive.

## Basic Information

**Age:** 80

**Gender:** Male

**Location:** Toronto, ON, Cape Cod, MA, and Jupiter, FL

**Job:** Retired Businessman

**Preferred language:** English

**Marital status:** Married

**Family:** 3 children, 8 grandchildren

**Socio-economic status:** Upper class

## Goals

- Socialize with like-minded people
- Sharing knowledge and life experiences
- Live out well-earned retirement in peace

## Technology Use

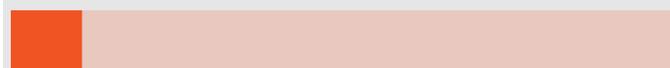
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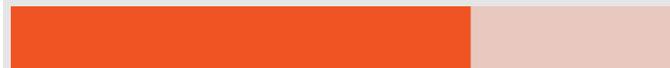
Social Media



Computer



Television



## Digital Touchpoints



## Personal Interests and Hobbies

- Reading books
- Reading and watching the news, especially the National Post opinion section
- Watching films

## Frustrations

- Technology in general, including touch-screen phones and laptop computers
- Unable to live life physically the way that he used to, is in a lot of pain most of the time