

"I would like to make a positive impact in our society"

Name: Olivia

Age: 23

Occupation: Student

Education: Diploma

Location: Brampton, Canada

About

Olivia is a fresh college graduate. She has not decided whether to continue her education or get a job immediately. She is now looking for meaningful ways to spend her free time. She would like to find opportunities to provide her valuable experience that can be useful in her future career, too.

Goals

Olivia is interested in gaining more social experience. Volunteering can be a great way to gain hands-on experience and build her resume. She also has connections with like-minded people who share similar interests and values, who can be mentors and friends.

Motivation

She has a desire to give back to the society that will eventually lead to her personal growth and development. Throughout volunteering experience, she may be active in extracurricular activities, and get an opportunity to make a difference not only in her own life but also others' lives. And it will provide her with a sense of purpose and fulfillment.

Pain Points

The challenges that Olivia faces are:

- **Lack of information:** Olivia does not know where to start and it is difficult for her to find the trustworthy organizations to work for.
- **Finding the suitable opportunity:** Some volunteering opportunities require specific skills and techniques.

- **Financial constraints:** It may require travel far from home so it causes additional expenses such as transportation and accommodation.

Attitudes and beliefs

- A strong sense of community
- Believe in equality and fairness, committed to social justice
- Passionate to learn new things
- Eager to gain social experience



"I believe success is not just about profits, it's about giving back."

Name: Jordan Snow
Age: 46
Occupation: Business Owner
Location: Toronto, Canada
Interests: Philanthropy, Volunteering, Community Service, Social Events

About

Jordan is a successful business owner who believes in giving back to the community. He is actively involved in local non-profit organizations and enjoys attending charity events. He believes in the power of community and wants to contribute to making his neighbourhood a better place to live.

Goals

Jordan wants to support the community centre so that it can continue to provide important services and resources to seniors in need. He believes that this is an important cause that is often overlooked, and he wants to make a meaningful difference in the lives of older people in his community.

Motivation

He is motivated by his desire to give back to his community and make a positive impact on the world. He believes that everyone deserves dignity and respect, and he wants to support a cause that aligns with these values. Jordan is also inspired by the resilience and wisdom of older people, and he wants to help ensure that they are able to enjoy their golden years to the fullest.

Pain Points

As a businessman, the challenges that Jordan faces are:

- **Time Constraints:** Jordan is usually very busy with work and other commitments, which makes it difficult for him to donate his time to the community on a regular basis.
- **Uncertainty about How to Contribute:** Jordan is often confused as to how he can best contribute to the community centre. He is unsure what types of donations are most needed or how he can make the most impact.
- **Lack of Awareness:** He is not aware of the specific needs and challenges faced by older adults in the community, which makes it more difficult for him to identify ways to contribute.



"Thrift store shopping has become a hobby of mine. It's a great way to unwind and explore different neighbourhoods"

Age: 30 years
Location: Toronto, ON
Preferred device for browsing: Mobile
Interests: Sustainability, unique fashion, vintage items, DIY projects

About

Sarah is an environmentally-conscious Graphic Designer living in Toronto, ON. She enjoys expressing her individuality through her style and home decor, and shopping secondhand is a way to reduce waste. As a graphic designer, she appreciates well-designed and curated displays and enjoys discovering hidden gems. She visits thrift stores at least twice every month and searches for unique and sustainable pieces.

Motivation

Sarah mainly shops for clothing but loves finding vintage home decor and furniture. She loves that the items she finds are unique, unlike the cookie-cutter fast fashion. She prefers in-store shopping because she enjoys the thrill of the hunt and being able to see and touch items before purchasing them. It gives her a sense of discovery.

Shopping Habits

- She decides which thrift stores to visit by exploring different neighbourhoods and asking for recommendations. Sarah is a frequent thrift-store shopper, visiting local stores at least twice a month.
- She values sustainability and loves the thrill of finding unique items that reflect her style.
- Sarah typically spends her time in the store's clothing and home decor sections, often looking for vintage items she can upcycle or incorporate into her DIY projects.

- She prefers to shop alone, taking her time to carefully examine each item and evaluate its potential.
- Sarah keeps her budget relatively low, with a preferred price range of $5-$20 per item.
- She first visits the section she is looking for and then browses other store sections.

Core Beliefs

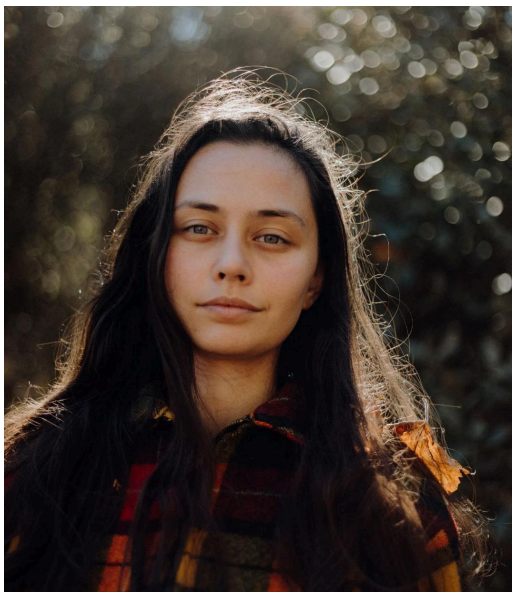
Sarah is passionate about sustainability and reducing her environmental impact. She believes that every small action can make a difference and sees shopping second hand as a way to actively make a positive impact. Sarah is also creative and enjoys expressing her unique style through her fashion choices and home decor.

Pain Points

- While Sarah loves thrift shopping, she often finds the stores overwhelming and disorganized. She prefers thrift stores with clear and organized displays but often feels frustrated by some thrift stores' cluttered and chaotic layouts.
- She also sometimes needs help finding items in her size that fit her style and can become discouraged if she's not finding what she wants.
- She also doesn’t know if new items have arrived in her preferred categories.

Expectations

- Sarah would appreciate stores prioritizing organization and cleanliness, with clear displays and easy-to-navigate sections. She also values stores that offer a variety of unique and vintage items, as well as upcycling and DIY resources like sewing machines and crafting materials.
- Sarah would love to see more events and workshops offered by thrift stores, such as upcycling classes or fashion swaps, to create a sense of community and encourage sustainable practices.
- She would like some information in the form of email or other notifications which update her when new items arrive in her preferred category (for example, vintage clothing).
- Finally, Sarah would appreciate more sustainable packaging options like reusable or paper bags instead of plastic.



"Making a difference through a passion and purpose: Alexandra's journey towards a better world."

Name: Alexandra

Occupation: Entry-level marketing position

Location: Guelph, Canada

Interest: Social justice, environmental sustainability, urban development

About

Alexandra is a recent college graduate who has just started her career in marketing. She is passionate about social justice and environmental sustainability and is always looking for ways to get involved in the community. She has a small but close-knit group of friends who share their values, and they often participate together. Alex is also interested in urban development and wants to help make their city a better place to live for everyone.

Goals

Alexandra's main goal is to make a positive impact in the community by supporting causes that align with their values. She wants to be an active participant in communities and NGOs and build relationships with like-minded individuals. She also wants to continue to learn and grow in the understanding of social justice, sustainability, and community development.

Motivation

To become a regular contributor and volunteer for a local charity that corresponds with her values and interests, allowing her to make a significant influence on the community while juggling her career and personal commitments. She wants to make sure her contributions are put to good use, so she may ask the charity for updates on how her gifts are being utilised and attend events or meetings to observe the impact of her contributions first-hand. Alexandra may continue to learn and improve in her awareness of positive impacts by becoming an active member in her community.

Pain Points

As an entry level young professional, the challenges that Alexandra faces are:

- One of Alexandra's main challenges is finding affordable ways to contribute to causes she and her friends care about while living on an entry-level salary.
- She also wants to ensure that their contributions are making a real difference and are being used effectively by the organizations they support.
- Additionally, she struggles to balance her community involvement with her work and personal responsibilities.



"Being a mother means finding the best for your child, even if it means searching through secondhand treasures to provide them with everything they need."

Name: Bailey Andrew
Age: 38
Location: Toronto, Canada
Preferred Device for usage: Computer
Interest: Spending time with her son, painting

About

Bailey is a single mother working a full-time job while taking care of her 9-year-old son, Mark. Her job mostly keeps her busy. Mark's father doesn't contribute monetarily to his upbringing, so she has to take care of everything. Although she has a stable job, it's a hand-to-mouth situation for her. So, she prefers shopping at a thrift store in order to save some money for any difficult situation that might come her way. Even if her financial situation gets better, she would still prefer to continue shopping at the thrift store, as it has become a part of her lifestyle.

Goals/Motivations

Bailey is driven by the need to provide for her family on a meagre wage. She is always looking for ways to stretch her money and make the most of her limited resources. She seeks out affordable clothing for both herself and her son. She is also looking for low-cost textbooks and storybooks for her child.

Pain Points

- **Limited section:** When it comes to books, thrift stores have a smaller selection of books than a traditional bookstore. The variety of books depends on the donations made so there isn't any certainty that she will find books for Mark.
- **Difficulty in finding specific books:** She has to go through all of the books in order to find a specific book.
- **Crowded and disorganised shelves:** Navigating through the store is difficult as things are not arranged properly resulting in spending more time at the store than a regular store.

- **Limited return policy:** Thrift stores generally have limited or no return policy. And it happens very regularly that kids, even when they have liked something in the store, they might change their mind just after coming back. So, returning the item becomes a hassle.

Personality:

Extrovert, determined, resourceful, enjoys interacting with other shoppers and thrift store staff.



"Service to others is the rent you pay for your room here on earth"

Name: Empathetic Emily

Age: 53

Location: Erin, ON

Interest: Volunteering, Community Service, Social Events

About

Nancy is a housewife and mother of 2 children, Janet, 24 years old and Alan, 20 years old. Nancy has been a volunteer at the EWCS for the past 10 months now. Since her children are all grown up and have lives of their own and her husband being busy with work, she did not have much to do at home. She got to know about the community through a friend and looked up their website. She decided to make the best use of her time, space and connections. Since she became a volunteer, she and her husband have hosted several charity events for EWCS and she has also participated in food banks as she enjoys cooking and the company of the people at EWCS.

Goals

She wants to help more at EWCS. Nancy wants to know about other charities and events happening around her. She would like to meet like-minded people. By volunteering, she seeks personal growth, as it can be a chance to learn new skills or develop existing ones.

Motivation

Nancy is motivated by her dedication to give back to the community. She finds seeing people needing charity services heartbreaking and emotionally challenging. By doing what she can for these organizations, she feels rewarded and fulfilled, spiritually and morally.

Pain Points

- **Lack of support from children**: Her children don't really understand or show any interest in any of her events.

- **Not tech savvy**: Nancy is not very fluent in using gadgets and often misses updates from people and charities like EWCS.
- **Lack of Awareness:** Since she has time to spare and wishes to volunteer more, not being aware of communities makes it more difficult for her to identify ways to contribute.

Hobbies

Some activities that Nancy likes to involve herself in are - reading, baking, hosting tea parties and attending book clubs.



"Finding senior programs for your loved ones made easy"

Name: Caring Cameron
Age: 36
Occupation: Marketing Executive
Location: Hamilton, Ontario
Education: Bachelor's degree in Marketing
Technology Skills: Advanced
Interests: Spending time with family, reading, and hiking

About
Zack is a caring grandson who is looking for senior programs for his grandmother who lives alone in a retirement community. He wants to find programs that will keep his grandmother engaged, healthy, and happy. Zack is busy with work and other responsibilities, so he is looking for an easy-to-use website that will help him quickly find the best senior programs in his area.

Goals:

- To find senior programs for his grandmother that are engaging, healthy, and enjoyable.
- To find a community website that is user-friendly and easy to navigate.
- To connect with other caregivers and share information and advice.

Motivations:
To find the best senior programs for his grandmother is rooted in his love and care for her. As a busy marketing executive, he values his time and wants a website that will make his search for senior programs easy and efficient. With his advanced technology skills, he desires a user-friendly website that is easy to navigate, saving him time and frustration. In addition to finding the best senior programs, Zack also wants to connect with other caregivers to share information and advice, demonstrating his desire for community and support. His limited knowledge of senior programs and services presents a challenge, but with the right website, he can easily discover and learn about various options that will keep his grandmother engaged, healthy, and happy.

Challenges:

- Lack of time due to work and other responsibilities.

- Limited knowledge of senior programs and services.
- Difficulty navigating websites that are not user-friendly.



"Bridging the Gap Between Seniors and Communities "

Name: Grace

Age: 56

Occupation: Senior Centre Coordinator

Education: Bachelor's

Location: Mississauga, Canada

About

Grace has been working at the senior center for over 10 years. She is passionate about helping seniors and connecting them with resources and services that can improve their quality of life. She has a background in social work and has been working in the nonprofit sector for over 20 years.

Goals

Grace's main goal is to bridge the gap between seniors who need assistance and the non-profit organizations that provide services. She wants to make sure that every senior in her community has access to the resources they need to thrive.

Motivation

Grace has a bachelor's degree in Social Work and has been working in the non-profit sector for the past ten years. She started her career as a volunteer for a local community and worked her way up to become a program coordinator. Grace is passionate about making a difference in her community and helping those in need.

Pain Points

The challenges that Grace faces are:

- **Up-to-date information:** She ensures that she has up-to-date information on the available resources in the community. So, she can provide the most accurate and useful information to seniors.
- **Creating a welcoming atmosphere:** she often finds that seniors are hesitant to ask for help, so she works hard to create a welcoming and supportive environment where they feel comfortable seeking assistance.

- **Partnerships or networking:** Grace must also navigate complex partnerships with other organizations and stakeholders, which can be time-consuming and require excellent communication skills.

Attitudes and beliefs

- Compassion and empathy
- Non-judgmental, try to treat everyone with respect and dignity
- Social justice