

Persona Summary

Regina may not be for everyone, **but it's perfect for the right people.** Our three personas are ambitious, cost-conscious individuals who prioritize work-life balance and family. Though at different life and career stages, they all face financial challenges that hinder their ideal lifestyle—whether due to high city living costs or limited career growth opportunities.



Rapid Riser Riley

Background & Demographics

Job? Career path? Family? Lifestyle? Spending habits? Age? Income? Location? Gender identity?

26-year-old Filipino male

Born and raised in Toronto where he lives now

Has a bachelor's degree in business from McMaster University

Certified in project management

Works as a project manager for a residential construction company based in Toronto

Single with no kids

Technology/Social Media

Device preferences? Social media platforms? Tech savvy?

- Active on LinkedIn which he uses to connect to other professionals in the construction and project management fields
- An avid downtime streamer, he has a Netflix and Prime Video account
- He is tech-savvy and loves to keep up with the latest gadgets for purchase on Amazon Prime
- He uses Instagram to stay in touch with friends but doesn't actively post

Goals/Metrics/Motivations

Primary/secondary goals? Personal vs professional goals? Top metrics they track? Motivations?

- Rapid Riser Riley's primary motivator is career-success but underpinning this is a focus on family
- His parents immigrated to Canada and he has family in the Philippines that he is expected to help support
- He wants to be able to provide for a family of his own someday so he sees professional goals as deeply personal

Personality Traits

Introvert vs extrovert? Interested in trying new things or likes consistency and brands they trust?

- Ambitious
- Hard-working
- Family-focused
- Physically active
- Lifelong learner
- Outdoorsy
- Likes going out with friends
- Cost-conscious
- Foodie

Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Despite working hard, he is not saving enough money in the big city and feels behind financially
- He wants to level-up his career but there is too much competition and 'putting your time in' in Toronto
- He finds networking difficult as he cannot afford to pursue PD opportunities
- He cannot afford all of the hobbies he enjoys in Toronto on his current salary



Family First Finley

Background & Demographics

Job? Career path? Family? Lifestyle? Spending habits? Age? Income? Location? Gender identity?

32-year-old female

Born in suburban Vancouver

Now lives downtown Vancouver

Recently married and shares a one-bedroom with her husband

Close with her family and wants to have a family of her own someday

Studied at UBC and now works in nursing

Has a dog named Watson

Technology/Social Media

Device preferences? Social media platforms? Tech savvy?

- Favourite social media platform is Instagram which she uses to share life updates
- An avid Spotify listener, she keeps track of the latest hits and listens to podcasts on her morning runs
- She loves to online shop and has an Amazon Prime account
- She wants a house someday and designs Pinterest boards for her dream home

Goals/Metrics/Motivations

Primary/secondary goals? Personal vs professional goals? Top metrics they track? Motivations?

- Her primary goal is to start a family and be a mom
- Her secondary goal is to succeed in her career but she measures success not through promotion but work-life balance, good benefits and steady pay
- She is motivated by values and was raised in a safe, traditional environment

Personality Traits

Introvert vs extrovert? Interested in trying new things or likes consistency and brands they trust?

- Family-motivated
- Traditional
- Cost-conscious
- Values stability and safety
- Brand-loyal
- Loves to plan trips
- Not politically active
- Loves cottages and summer
- Cares about balance and normalcy

Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Wants to start a family but finding the big city is too expensive to do this
- Values safety and stability and worries that the city will be an unsafe and destabilizing place for a child
- Feels that a one-bedroom apartment is not family-friendly and wants to buy a house



Thrill-Seeker Sam

Background & Demographics

Job? Career path? Family? Lifestyle? Spending habits? Age? Income? Location? Gender identity?

27-year-old male

Born in Humboldt, Saskatchewan

Lived in Halifax after graduation from trade school, currently works as a journeyman

Single, family is home in Saskatchewan

Enjoys spending time with friends in Halifax and doing outdoor activities with friends in the winter

Technology/Social Media

Device preferences? Social media platforms? Tech savvy?

- Thrill-Seeker Sam usually scrolls TikTok and Instagram to de-stress on work breaks but doesn't post often
- He unwinds after work by playing video games
- He tends to avoid social media on the weekends and spends most his time outside adventuring

Goals/Metrics/Motivations

Primary/secondary goals? Personal vs professional goals? Top metrics they track? Motivations?

- His primary goals are to maximize enjoyment in his life
- He sees work as a means to an end and wouldn't consider himself ambitious
- He cares more about his lifestyle than his work life
- He hopes to have a family someday and buy a house in the country

Personality Traits

Introvert vs extrovert? Interested in trying new things or likes consistency and brands they trust?

- Family-motivated
- Traditional values
- Cost-conscious
- Prioritizes buying electronics and "toys" for outdoor adventures
- Lifestyle-driven
- Outdoorsy, loves camping, road trips and exercising
- Sports fan (the Riders are his favourite team)

Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Moved to a big city but doesn't like how far he is from nature
- Dislikes the steep prices of the big city and wants extra money to spend on recreational activities
- Values amenities of a city but desires more nature to explore
- Wants to be able to afford his own snowmobile and have time and space to take it out on the weekends