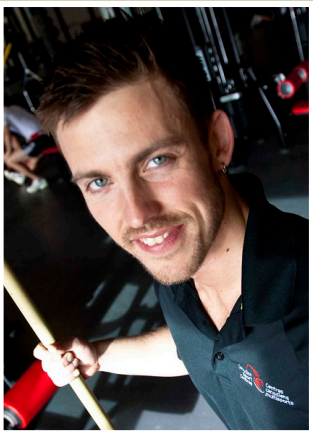

BOB PATTERSON

Gender: Male
Age: 26
Marital Status: Single
Job: Personal trainer at a gym, a runner training for marathon. As a trainer, he is in charge of creating training plans for members. He checks in on their progress and encourages them to meet their goals.
Income: Middle class
Education: BSc in Kinesiology
Family: Has a cat at home which he cares for like his own child. Rather than pampering himself, he pampers his cat. Mittens is almost obese from all of the cat treats. He knows a dog would be good to run with, but Mittens wouldn't like that. Mitten's word is law.
Friends: His other friends include other people from the gym, as well as some friends from his kinesiology classes at SFU. They keep in touch over Facebook.

ACTIVITIES IN THE PARK

+ Loves the park for its scenic views, accessibility from transit and long trails.
+ Thinks he might start training for a triathlon, if he could find some nice bike routes and a good place to swim.
+ Has placed very well in previous local marathons, but is determined to win his next one!
+ When running, he gets into the zone and doesn't really pay much attention to the world around him. He hasn't met many people on his runs because of this.
+ After every race, he treats himself to a giant, calorie-filled, whipped-cream-covered coffee at the Starbucks a couple of blocks from his house to relax. He is close friends with several of the baristas.

WAYFINDING

+ **Getting to the park**: By transit or walking. He don't drive.
+ **Sense of Direction**: Knows the park's trails pretty well, and wouldn't take out his tablet or phone during the run. He doesn't want any interruptions during his run.
+ **Room for Improvement:** Wants to be able to easily plan out his runs to match specific criteria. For example, he wants to run 6km, but he doesn't know which trails will allow him to loop back to Patterson train station (how he gets to the park) in that distance.

TECHNOLOGY EXPERIENCE

+ **Competency**: Very familiar with certain gadgets.
+ **Gadgets**: An iPhone 5, and an iPad.
+ **Usage**: Tries to use his phone's GPS and map to plan his routes, but he finds it isn't specific enough. He also needs to know grade of terrain for specific parts of his training regiment. He doesn't use his iPad as frequently as his phone, therefore he feels like he's wasting it.

BILLY ZHAO

Gender: Male
Age: 42
Marital Status: Married
Job: High school biology teacher, has his summers free to play with the kids
Income: Middle class
Family: A wife, a 7-year old son named John, and a 9-year old daughter named Jade. Mary, makes the majority of the family's income, and works more hours. This leaves him to take care of the kids. He also have a dog named Jasper, a chocolate labrador.
Friends: Other teaching staffs, and researchers from Bamfield Marine Research Facility.

ACTIVITIES IN THE PARK

+ As his kids are young and full of energy, takes them to the park to burn off all that steam.
+ Takes his kids out to the park fairly frequently, but doesn't know the trails very well. They don't usually get to go too far before the kids get tired.
+ They always take Jasper with them when them when they go to the park.
+ Likes to teach his kids about the park when they go - he shows them interesting plants and points out animal dens. His kids love hearing about all the cool facts about the park. Their favourite animals are frogs.
+ Especially likes to go with the kids to playgrounds and ponds.
+ Wants to know about more ecologically interesting places are in the park to show his kids.
+ Also wants to know about areas where they can just run around with other kids and he can relax with a good book.
+ Frequently packs lunches so that they all can have a picnic.

WAYFINDING

+ **Getting to the park**: By driving.
+ **Sense of direction**: Is very engrossed in his environment while they walk. He prefers maps over directions.
+ **Room for Improvement**: Wishes he knew where all of the garbage cans where for dropping off Jasper's poo - it's really annoying and gross to have to carry that around while they explore the park.

TECHNOLOGY EXPERIENCE

+ **Competency**: Not very skilled with technology. Still uses the overhead, much to his students annoyance.
+ **Gadgets**: A dumbphone.
+ **Usage**: Last Christmas, he and Mary got Jade an e-reader, which inspired him to become at least a little better at technology. He has a BlackBerry Playbook because of this, and have recently figured out how to sync his work email to it. He doesn't like complicated apps, and he prefers something very simple and easy to use. Overall, he feels a bit insecure because of his difficulties with technology.

EDGE CASE

JENNY NGUYEN-UDON

Gender: Female
Age: 21
Marital Status: Singular
Job: Student
Income: Middle class
Education: Studying her 3rd year in Economics
Family: Only child; have parent and grandparent
Friends: With her classmates at home

ACTIVITIES IN THE PARK

+ Tourist from outside of country, experiencing park for the first time.
+ Wants to experience Canada's natural beauty.
+ Most interested in the views of the park, and doesn't care about the trails to get there.
+ Not very interested in the park's facilities.
+ Came to Canada with friends, staying for 2 weeks. Wants to experience as much of Vancouver as possible.
+ Doesn't have much time to spend at the park.
+ Is in charge of making she sure and her friends have a good time!

WAYFINDING

+ **Getting to the park**: By transit at Patterson station.
+ **Sense of direction**: Is intimidated by size of park, and she doesn't want to get lost. She is very aware of surroundings, looks up when walking. She tends to take the shortest possible route to a location.
+ **Room for improvement**: Not completely fluent in English, and she wants to be able to navigate park without having to open up Google Translate.

TECHNOLOGY EXPERIENCE

+ **Competency**: Very, very acquainted with technology.
+ **Gadgets**: A laptop, tablet, and smartphone.
+ **Usage**: She would check her tablet constantly while on the trail, however when this happens, she can get a little engrossed in it and navigate via. the tablet.