



Alex Davis

Zero-to-Maker

Background

Alex Davis is a 10-year-old girl. She lives with her parents and 2 older siblings in Burnaby, B.C., and attends Brentwood Park Elementary School.

Goals

She doesn't enjoy studying but she enjoys knowing. She knows she is smart and she wants to take the most of what her school can give her.

Values

She likes exploring things and in her process she is guided by her natural curiosity in how things work and what makes them tick.

Pain Points

She might be annoyed by the amount of technical information that is provided: specs, datasheets, and the description of how electronics work don't make full sense to her yet.

Interests

Soccer, space, animals, and LEGO are her top interests and she likes exploring information from any medium that relates to them.

Frustrations

She can never get through long and boring instructions and doesn't understand why someone would even go through a pain of creating them.



Robert Silverman

Zero-to-Maker

Background

Robert Silverman is a 65 year-old retired carpenter and a proud grandfather. He lives with his wife in Abbotsford in a house that they bought shortly after getting married.

Goals

Automation systems is what he is looking for. He also wants to build smaller projects that would engage his grandchildren and would help him stay relevant to younger generation.

Values

Weekends feel like holidays to him because his kids and grandchildren come to visit. Apart from that he enjoys fishing, reading, planning, and woodworking.

Pain Points

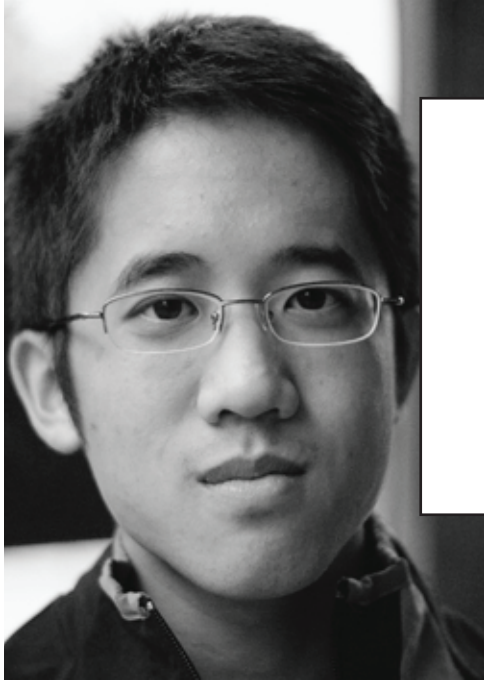
Robert doesn't have access to certain software and thus he is frustrated when he can't repeat someone's design because of that.

Interests

He has always led an active lifestyle, and he wants to keep it that way even after retirement. Nothing makes him feel better than working on improvement for his family house or creating some toys for his grandkids.

Frustrations

He is passionate about his craft and feels sad when people prefer mass produced items over handmade. He doesn't mind technology but he hates when it alienates people.



Tyler Lee

Maker-to-Maker

Background

Tyler Lee is a 26-year-old senior engineer at General Fusion. He rents a house in Burnaby and enjoys biking to his work.

Goals

3D printing opened new frontiers for him. He is excited to share what he can do and showcase his skills. He find it interesting how technology change lives and appreciates sustainable solutions.

Values

He enjoys hacking gadgets and regularly challenges himself with learning the new technology and skills. Apart from cutting-edge technology that he enjoys mountain biking, kayaking, and hiking.

Pain Points

He is frustrated when steps are uncertain and the platform can't communicate directions clearly. He wants his purchase and building process as efficient as possible.

Interests

He has always been interested in technology and being up-to-date on it is his hobby. He enjoys sharing what he's created and collaborating with others on creating a feasible and viable technological solutions together.

Frustrations

He doesn't enjoy long wait time at anything. He doesn't like it when the end goal is unknown to him. He can't stand ambiguity in communication.