

Understanding Needs

Think:

It is easy to assume we know what people want from our facilities and services. However, oftentimes our assumptions are incorrect or based on incomplete information. Even if people tell us what they want, we might not know why OR end users might tell us they want one thing when in actuality, they need something else.

To combat this typical mistake, we use personas. These are archetypes of people, based on real end users we spoke with, who will ultimately use your facility. By stepping into their shoes, we can design a more relevant and successful destination.



SELFLESS PARENTS Community Member Persona

I probably stopped thinking about myself a decade ago when the kids were born. I've since been a busy parent and haven't had the chance to even realize it. I'm focused on getting them through school, into sports, and ensuring they turn out to be good people.

MINDSET & LIFESTYLE

Despite chasing the kids around, we wouldn't trade it for the world. We make a point to have dinner as a family every night at the table. We also have game nights or go camping to make sure we unplug.

Most of my adult activities or pastimes got put on hold — aside from work. As parents, we will see if we can't escape to the neighbourhood pub to have a quick drink and catch up with the other neighbours, but usually we just hang out here at home and try to catch up on chores, laundry, or bills.

We try to take care of our health, but sometimes you just can't resist pizza and video games, despite all the fresh carrots in the garden.

DESIRES

Trails

Courts/fields

Dog park

Gym

Leisure/play pool

Rock climbing gym

Daycare

Flea market

Game room

Green line stop



I have a 7-year-old with ADHD. The facilities around here are great for us — they're affordable and keep him busy and occupied for hours.

It's harder to be a community when it's so diverse. A lot of folks don't speak English; it's hard to communicate.

I wish the library was bigger and better. It's just so small, maybe 13 computers to use, and going after school with all the schools around is impossible.

I just want a good place for my son to grow up.

It feels like a small town here. We don't worry about the kids. The neighbours know they belong to us.

I don't really need classes or a set structure; I'm just more easy going.

My husband is like having another child, too.

Health isn't a number on a scale, it's being able to do the things you want to do, physically and mentally.

Safety is number one for me, if you don't feel safe, nothing else works.

Everyone knows each other here; it's like how it was when I grew up.

We don't really go to the community centre to discuss the community happenings — that's what the corner pub is for.



Need Statements

For (persona name):

Fill in the persona name above and complete the problem statement below, aim for 2.

Example: I am a mother who was a star piano player trying to find time for self-expression, but I don't know what to do because I have been so focused on the kids which makes me feel lost.

I am a _____ trying to _____

but, _____ because _____

which makes me feel _____

I am a _____ trying to _____

but, _____ because _____

which makes me feel _____



Need Statements

For (persona name): *Newcomer*

Fill in the persona name above and complete the problem statement below, aim for 2.

I am a recent immigrant trying to retain my own culture in this new country
but, I am afraid of speaking to my neighbours because I only know a few words in English
which makes me feel isolated.

I am a new Canadian trying to find friends for my family
but, I work two jobs because my professional credentials are not recognized in Canada
which makes me feel helpless.