

# Jesse Cameron

Desperate Graduate  
Works @ Metrotown's Superstore  
Male, 26

“ Why does the gas price  
keep going up?!”



## Family

**Mom:** Lisa Cameron (50).  
**Dad:** Derek Cameron (51).  
**Siblings:** Christopher (M, 28 Engaged), Sarah (F, 24 Single).

## Info

Just graduated from SFU and on student loan.

**Relationship Status:** In a relationship for 3 months.  
**Income:** \$1,300/month.

**Car:** 2003 Mazda Protege.  
**Location:** Near Edmonds Skytrain Station, Burnaby. Lives with his parents.

**Technology Preferences:** Sony Ericsson W980, Uses Windows Vista, familiar with MS Office

**Goal:** Save some money and find a decent job (wants to work at EA)  
**Why he needs to drive:** Goes to interview, groceries shopping with parents, drives sister to school and hang out with friends.

**Language:** English and French  
**Personality:** Optimistic, friendly and outgoing.  
**Likes:** Video games, Basketball and biking  
**Dislikes:** Waiting, traffic jam and trash talk during basketball game

“ I want to work at EA instead of Superstore.”

“I have to pay my student loan”

“I wish my grandfather was James Cameron”

## Time Spent with Mobile Devices

35+ hr/week