



The Architecture Student

Technical Comfort: High

Device Preference: iPad

Background: Lina is studying architecture for her Masters Degree and has a strong interest in historical buildings. She's always researching for case studies on historical homes that are still inhabited in the Middle East. She's particularly researching how cultural values can shape living spaces in different parts of the world.

Goals: Learn about traditional homes in the Middle East. Understand the architectural elements in the middle eastern homes. Access reliable and academic resources.

Frustrations: Poor image resources. Lack of quality and unreliable sources. Inaccessible language. Can't travel to certain countries for the field work.

Lina, 34
Toronto, Ontario
Architecture Student



The Explorer

Technical Comfort: High

Device Preference: Smartphone

Background: Caroline is a young woman, who works for a cultural and lifestyle publication. They have a monthly printed magazine along with a frequently updated website/blog. There is a strong interest for global cities, historical spaces and visual narratives. Sometimes Caroline gets to travel abroad for certain projects.

Goals: Discover unique antique stories to highlight. Access high-quality images for publications. Find engaging narratives for the features. Well curated content that feels intentional and genuine.

Frustrations: Lack of genuine content. Can't physically visit places without proper sources on where to go. Needs rich content that is well-documented and easily accessible.

Caroline, 27
Mexico
Creative Consultant



Heritage Professional

Technical Comfort: Medium - High

Device Preference: Laptop

Background: Khalil works with UNESCO and various NGOs across the Middle East that focus on the preservation of historical sites. He has a passion to raise awareness for historical sites and protect them.

Goals: Document historical buildings. Get access to architectural information and reports. Collect and share reliable sources to these historical buildings with colleagues and students. Raise awareness about the architectural heritage certain areas carry. Find accurate and credible resources that are well organized.

Frustrations: Lack of content on certain areas is available online. Poor content and organization making it difficult to reference.

Khalil, 45
Lebanon
Cultural Heritage Consultant