



Name: Noah Jones
Age: 23
Gender: Non-Binary (They/Them)
Location: Lower-mainland, BC
Occupation: Electrician
Marital Status: Single

“If straight people don’t have to “come out”, why do queer people have to?”

Personal Bio

Noah is a, closeted, non-binary electrician for Ready Solar, a Burnaby based solar installation company found in British Columbia, Canada. After entering the trades industry as an apprentice electrician, Noah has immensely struggled adjusting to the trades culture. They find that they are constantly stressed and anxious because of having to hide their identity towards colleagues and employers, as they have spoken rudely about the LGBTQ+ community.

As a person, Noah enjoys celebrating their identity off the worksite, such as through pride and anonymous online community spaces. However, they struggle to feel truly happy and safe due to fear of being out-ed. The only solace Noah has is being able to vent to their one trade’s friend that identifies as queer.

Key Behaviours and Tasks

- Tends to suppress their gender identity at work as a form of fear and defense.
- Sticks to the comfort of their close friend circle when they need to vent out feelings—both negative and positive.
- Actively involved in online LGBTQ+ spaces and communities that keeps their identity anonymous.
- Commonly uses their phone on-site for both personal and work use.
- Exerts a lot of physical strength and energy lifting heavy equipment on the job.

Must Haves

- Feel safe expressing identity anonymously.
- Get advice and guidance for workplace challenges from other gender-diverse people.
- Connect with other gender-diverse tradespeople and allies.
- Report harassment and unsafe behavior securely
- Quickly share location or call chosen contacts in emergencies.
- Access practical resources for handling bias and discrimination.
- Receive tools to manage stress, anxiety and mental health.

Technology Use

Noah uses social media to get support, stay informed and manage stress. They primarily use reddit and Instagram to gather information surrounding queer people in the trades industry.

Noah mostly uses their phone on the worksite, however they rely on their smart watch to keep them updated on important notifications and health related information.

- Mobile Phone
- Smart Watch
- Laptop

References

MSBA, P. N. (2021b, June 5). Transgender and non-binary employees experience obstacles cisgendered do not. Psychology Today. <https://www.psychologytoday.com/ca/blog/communication-success/202106/15-challenges-transgender-and-queer-employees-face-at-work>

Team SafeSpace. (2025). PROJ02-02 User Research Findings Summary [Unpublished manuscript]. MDIA 3106 Design 3, British Columbia Institute of Technology.

Goals and Motivations

- Being able to freely express themselves in a judgement free work environment.
- Having a community of gender-diverse people to bond with and rely on.
- Supporting and uplifting other gender-diverse people by reporting harassment incidents that they witness.
- Values personal privacy and anonymity when reporting harassment and safety incidents.
- Desires access to immediate safety resources and helplines on the job.

Pain Points and Frustrations

- **Stress from workplace aggression:** Noah faces subtle biases, rude comments and exclusion from colleagues, which increases anxiety and mental strain.
- **Risk of harassment or discrimination:** Noah’s work colleagues have always had homophobic views towards the queer community, this causes him to feel isolated and severely affects his overall mental health.
- **Difficulty finding support and community:** Noah struggles to find safe, reliable spaces within the trades community where they can get advice, share experiences and connect with other LGBTQ+ tradespeople.
- **Fear of being outed:** Constantly hiding their identity creates tension and prevents them from fully participating at work or asking for help.
- **Uncertainly navigating workplace norms:** Homophobic comments over their use of pronouns, professional inclusion and inappropriate responses to bias adds to Noah’s stress.

Never Do’s

- Expose users’ identities without consent.
- Allow harassment reports to be visible to coworkers or unauthorized people.
- Provide unverified, outdated or misleading advice.
- Overwhelm users with disorganized, cluttered or hard-to-navigate information.
- Make emergency features confusing or hard to access.
- Fail to protect sensitive data, including location or personal details.
- Let community spaces be unsafe or disrespectful.



Name: Aiyana Tarbell
Age: 34
Gender: Female (She/her)
Location: Lower-mainland, BC
Occupation: Longshore worker
Marital Status: Married, one child

“Lets stop tolerating the toxic trades culture and work together to make it more inclusive”

Personal Bio

Aiyana Tarbell is an Indigenous longshore trades worker for the Port of Vancouver, in the lower-mainland of British Columbia, Canada. She is happily married to her husband, Milo, for five years. The Tarbell family has since grown, with the addition of their little girl, Priscilla. After returning from maternity leave, Aiyana has been struggling to readjust back to the workspace. She fears she will be looked at differently and may face unnecessary and uncomfortable comments.

As a person, Aiyana is not an overly confrontational and, instead, tries to fit in with male-centered culture of the trades industry. Throughout her career, Aiyana has faced and endured the toxic workplace culture at the Port of Vancouver. However, she finds that she feels a true sense of belonging when she is able to safely connect with other trades women.

Key Behaviors & Tasks

- Uses phone throughout the entirety of breaks to text her family, chat online, and scroll through social media.
- Connects with women on site to talk about safety concerns regarding certain colleagues.
- Works long hours and travels back home in the dark, she will sometimes call her husband or her close friends when she travels back alone.
- Places high value on social media security and anonymity, finds it hard to trust resources that are not up to her high security standards.
- Joins events that she knows her close friends will participate in.
- Does extensive research regarding women and gender-diverse trade worker events.

Must Haves

- Anonymous reporting that ensure the safety of Aiyana's identity.
- Resources that will provide information regarding mental health, primarily regarding how to deal with post-partum depression.
- Online communities that are only meant for women and gender-diverse trades people.
- Reports that are automatically backed up that are password protected and can be easily sent up to a trusted employer.
- Emergency location sharing to her trusted friends or family.

Technology Use

Aiyana has always used social media apps, such as Facebook, to find out information regarding the trades industry. Specifically: safety surrounding women and gender-diverse people in trades

Aiyana primarily uses her phone on the work site, but will also appreciate her smart watch when it gives her notifications. Off site, she will use her laptop to scroll through forums like reddit to see what other women in trades are saying about their jobs.

- Mobile Phone
- Laptop
- Smart Watch

References

Mayo Clinic. (2019, January 29). Depression in women: Understanding the gender gap. Mayo Clinic. <https://www.mayoclinic.org/diseases-conditions/depression/in-depth/depression/art-20047725> mayoclinic.org

NTI Admin. (2024, September 4). Women in trades: Breaking barriers and building futures. Northeast Technical Institute. <https://ntinow.edu/women-in-trades-breaking-barriers-and-building-futures/>

Skills Council of Canada. (2024). Empowering women in skilled trades: Breaking barriers and paving the way for future generations. Skills Council of Canada. <https://www.skillscouncil.ca/latest-news/empowering-women-in-skilled-trades#:~:text=Historically%2C%20skilled%20trades%20have%20been,the%20narrative%20is%20gradually%20changing>

Goals and Motivations

- Wants a safe way to find and connect other women and gender-diverse people in trades
- Seeks an environment that will support her expression of cultural practices and traditions onsite, without judgement
- Easily utilize fake phone calls to back out of any uncomfortable confrontation
- Wants to discreetly and safely record unsafe conflicts on the worksite and use the footage or audio to send to her employer
- Desires an anonymous reporting system that meets her high security standards and will bring light to workplace harassment in the trades industry

Pain Points and Frustrations

- **Feelings of loneliness and exclusion:** As a minority in the workplace, Aiyana often feel isolated with a lack of sense of belonging
- **Lack of mental health support:** After recently giving birth, Aiyana is showing signs of postpartum depression, making her transition back to work more difficult.
- **Experiencing bias and harassment:** On a weekly basis, Aiyana experiences harassment from getting told obscene jokes to being physically groped.
- **Difficulty finding useful information:** Hard to find groups specifically of women as a source of inspiration and community.

Never Do's

- Lack of high security such as passwords, dual-verification, and anonymity
- Allowing harassment and inappropriate behavior at the within the online space
- Unrelated resources that do not provide information regarding safety and mental health support
- Contribute to the toxic trades culture by using non-inclusive phrases and words
- Reports that can be seen by any upper-management level or even by colleagues