

## CSCC01 Project – Personas

### Mike Bronski



Mr. Mike Bronski is currently 42 years old. Happily married with 2 children, a 12-year-old boy, and a girl who's 10. As a hard-working salesman working for Merrill Cooperation, his dedicated effort gives him a comfortable life in return. His wife, Alice Johnson Bronski is a bank teller at RBC, who he met on a trip to Paris, where they fell in love. Together, they managed a small but heartwarming 2-stories house in the suburbs where Mike and his family called home. Mike is recently a bit on the edge, as having to spent 8 years in Merrill, he is finally expecting his first big promotion as the Sales manager.

In his personal time, he likes to play with his children, and travel. He went to England, France, Germany, Australia, and Hong Kong. He likes to document all memories, and contrast to the popular methods in the modern world, he still has a taste in photobooks and framed photos.

In addition to his family members, the household also have two puppies. He brought the puppies for her little girl's 10<sup>th</sup> birthday, a present that she wanted ever since her teacher took her class to an animal shelter. Though she promised again and again that she will be fully responsible for the pets and that Mike doesn't have to do a thing in taking care of them. However, like all kids, they can get forgetful sometime, and Mike and Alice must step in. However, Mike isn't concerned with this as he like his children loves the puppies, and everyday before work, he'll make sure to feed them and pet them goodbye before he leaves for a long 8-hour day of work. He cherishes this small moment each day, and so is every moment of his life.

## Fiona Williams



Thirty years old Fiona Williams is a single independent woman working in the service industry. Having a love for animals, she pursues a career in beauty service for pets. She spends most of her day at work, providing services such as haircut, bath, and grooming for all kinds of animals, though her audience is mostly dogs and cats. Her co-worker and best friend Tiffany Li went to the same university as Fiona, the University of Toronto, and shares the same passion as her in the field. On breaks, the two often go to the nearby Starbucks to purchase their favourite drink and snacks.

Fiona lives in a single room apartment that includes a small kitchen, though small but fully capable of support all her residential needs. Having to live by herself for over 6 years, she developed a great interest in cooking, a way for her to relax and make use of her free time. She also loves to read and write on her free time. Her habit of keeping a physical diary persisted ever since she was 15, and within the pages of writing is a movie of her life.

Her best companion at home is her pet cat Garfield, a name that she named after her favourite film. Her favourite time of the day is her moment after dinner, in which she shares on her couch with her cat, watching a film or show that she has pre-selected the day before. Though her life is simple, she is happy and fulfilled. Occasionally, she'll have thoughts about finding a partner, but being one who believes in true love, she is still waiting for her destiny, that she knows is somewhere out there.

## Holly Granger



As a self-employed small business owner, Ms. Holly Granger is a strong, smart, hard-working woman, who have spent the last 3 years, trying to put her business on the map. She is 28 years old, single but in a relationship with her partner David Hofstadter, a fine young man, supportive of her work. With an early dream of being a veterinarian, she has a caring heart for animals, and a passion for ensuring the well-being of these creatures. Though the dream didn't quite work out for Holly, but she has since reshaped her career and devoted herself in a pet supporting business, that sells pet related products, and provide pet related services.

Holly has great care for her work, but also for her family. She has always been a family person, that one kid who always enjoys taking family photos, a tradition that existed in her family ever since she has memories. Though she lives in a 2-room apartment with David, she always returns to her family house on weekends for dinner, sometimes bringing David along. For her, family, friend, work, and her pet dog Goldie is all that matter to her.

Goldie is a 3-year-old Chu Wawa, his body is covered in golden fur, giving him the name. One of her favourite things to do is taking Goldie to dog parks and seeing him run free on the fields. She enjoys the little things in life, her positivity is her motivation in life, one that is going quite well for her so far. Moving forward, she seeks to expand her business further by reaching out to more potential customers, providing service to those in need.