

James Scott

- 8-year-old boy
- Is in elementary school (grade 3)
- His parents finally let him get a dog like he wanted
- Has no idea how to take care of his pet

▶ GOALS:

- ▶ Learn and be able to take care of his dog on his own.
- ▶ Require the least amount of help from his parents as possible.

▶ FRUSTRATIONS:

- ▶ Has no idea where to start or what the dog needs.
- ▶ Has no idea how much food or how many times a day to feed the dog.

▶ BIO:

- ▶ James is in third grade at a private elementary school in Montreal. He likes to play at the park with his friends and goes to karate lessons twice a week after school. He has some homework but not much. Now, he must learn things like how much to feed his dog Charlie and when to take him on walks, etc. Only problem is he's lost and keeps asking his parents for help.

Anne Bellevue

- Works as an accountant
- Both of her children have been asking for a pet
- No time to take care of pets
- Doesn't have space for much pet care in her already busy schedule
- Has a husband and 2 kids
- Husband works as a lawyer, so no time either

▶ GOALS:

- ▶ Ensuring her children take care of their own pets.
- ▶ Doesn't want to end up taking care of her children's responsibilities.

▶ FRUSTRATIONS:

- ▶ One child wants a hamster and the other wants a bunny.
- ▶ Two completely different care processes.
- ▶ Can't keep track of everything on her own.

▶ BIO:

- ▶ Anne and her husband both work long hours downtown. It takes them around 50 min to get home during rush hour traffic and therefore only get home around 6 most nights. They want to be able to check on the pets while away and make sure their children are doing a good job at keeping the pet alive on their own.

Tom Jerry

- 25 years old and lives alone
- Works as a real estate agent
- Lots of mostly inconsistent hours
- Has trouble remembering things he has to do
- Just got his first pet: a cat
- Has a very basic and general idea of how to take care of his cat (not detailed)

► GOALS:

- Wants to integrate cat care as seamlessly as possible into his routine.

► FRUSTRATIONS:

- Forgetting to feed the cat.
- Not sure when and how often it should be groomed or taken to the vet.

► BIO:

- Tom lives in Laval and works as a real estate agent nearby. Although his hours are inconsistent, it's easy for him to go home for a bit during specific hours of the day to feed his cat. His biggest problem is he has a bad memory and if he has too many things on his plate, he'll forget even daily tasks let alone appointments for his cat that are less regular. He needs an easy-to-follow schedule and task list which will let him know exactly what he needs to do and when to do it to provide the best care possible for his cat.