# Personas

## Charles Brown

A person with his arms crossed

Description automatically generated with medium confidenceCharles is a forty-three year old store manager of the FreshCo grocery store at 1151 Dundas Street West. He has a family of four, and commutes 30 minutes to work every day from Brampton. His family has two dogs, a husky and a golden retriever named Billy and Noah, named after their youngest’s favorite character on TV. Charles enjoys building model airplanes and has entered his models into many competitions.

Every morning, Charles takes his kids to school, and then commutes to work. At work, employees describe Charles as a strict but understanding boss. He has been managing the store for 5 years, and is satisfied with his current position. He enjoys his work as the store manager and wants to improve the store.

Charles is also proficient with technology and uses social media frequently to connect with his friends, relatives, and old classmates. He also enjoys purchasing items on Amazon and eBay. He also uses Google Maps every day to navigate to drop of his kids and to work in order to find the fastest route in case of collisions or other traffic disruptions. He has noticed customers at his store frequently do not know where to find items and must walk around the store multiple times before finding what they need.

After work, Charles enjoys watching some TV shows and doing personal accounting for their household. He will sometimes help his children with their homework or talk to them about their school day and friends.