

**Receptionist Katie**

Background:  
- High School Diploma.  
- In College to become a Veterinary Technician.  
- Single, has 3 dogs and 1 cat.   
Demographics:  
- 19-year-old Female  
- Single income of $40k/yr  
- Has an apartment in downtown.  
Identifiers:  
- Animal activist, and owner.   
- Friendly personality.   
- Works more than an average person.   
- Family oriented.



**Doctor Bob**

Background:  
- Graduated with DVM from University of Missouri.  
- Has owned his own practice for 15 years.  
- Married with 4 kids, and 2 dogs.   
Demographics:  
- 49-year-old Male.   
- Dual income household of $600k/yr  
- Has a home out of town on 5 acres.  
Identifiers:  
- Family first.   
- Medically intelligent.   
- Works more than an average person.   
- Love of pets, and his Job.



**Client Fay**

Background:  
- MBA  
- Works at large corporation in management.   
- Single, and 1 dog.   
Demographics:  
- 32-year-old Female   
- Single income of $200k/yr  
- Owns a condo outside of town.  
Identifiers:  
- Works a lot.   
- impatient.   
- Animal lover.   
- Frugal.