

# Personas

## Charles Brown



Charles 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.

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 off his kids and to work 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.

## Peter Walker



Peter is a twenty-year-old undergraduate in his second year at the University of Toronto. He lives off campus on 1301 Dundas Street West because the on-campus housing was above the market price for rent in the area. He lives with his roommate, Brian, who he met on residence last year. Peter is an international student from Germany, and he enjoys cooking and keeping up with the news.

For his cooking, he often tries out new recipes, which has him buying new ingredients to cook a lot of the time. He often finds that he cannot find the ingredients he needs easily in the supermarket he frequents nearby, FreshCo. He wishes that there was an app where you could locate the items in the store more easily and plan a route for you. Also, sometimes the items he wants are not in FreshCo, and he must visit another grocery store to get the ingredients he needs.

Apart from schoolwork and cooking, Peter enjoys playing simulation games for city building games. He also enjoys listening to rock and country music.

## Joan Green



Joan is a twenty-five-year-old systems administrator with Team Boundary Breakers. She likes travelling in Europe and drinking coffee at Tim Hortons. She graduated from University of Toronto and finished her undergraduate in Computer Science. She's working to make a grocery app so that it's easier for people to find what they want quickly in grocery stores.

She wants a backend which is simple to use and easy for administrators to see the layout of the stores and a backend that is able to manage large amounts of data.

Apart from work, Joan likes to sing karaoke with her friends and visit new restaurants. She is also picking up learning the guitar in her free time.