## - Persona 1 -

**Name:** Mirri MacRey

**Occupation:** Property Manager / Private Investor

**Age:** 32

**Education:** Bachelor’s Degree in Economics from The University of Toronto

**Interests:** Philosophy, Physics, Fantasy and Science Fiction Literature, Cycling, Compound Interest.

Mirri MacRey was born into the care and attention of Michael and Marcy MacRey. Growing up in an upper-middle-class household, Mirri’s parents had enough resources to enjoy many different facets of humanity ranging from “Science Weekly” magazines to fringe works of art. Such a wide array of exposure to different things allowed Mirri to experiment and discover what she really had an interest in, Math.

Mirri’s interest quickly grew into a talent, one that she naturally leveraged in school. During her teenage years, Mirri was introduced to a way that her talent could be utilized for potential future financial benefit. Her school invited several guest speakers to give lectures on their experiences in the world of work. One of the speakers was an investment advisor for the national bank. Soon Mirri was embroiled with thoughts of market fluctuation and risk assessment. With the spark of finance ignited within her, Mirri began applying for Economics programs at many prestigious academic institutions across North America. Her fate in Economics was sealed when an acceptance letter from the University of Toronto arrived for her in the mail.

Mirri now has several years worth of financial experience and a small fortune of investments under her belt. She’s now diversifying her portfolio by investing in real-estate and needs a way to improve the market value of her property. With an itch to renovate and a desire to profit, Mirri is now looking for a utility that will meet her needs.

## - Persona 2 -

**Name:** Isaac Owyn

**Occupation:** Carpenter / Private Contractor

**Age:** 28

**Education:** High-School Diploma / Apprenticeship in Carpentry

**Interests:** Dancing, Heavy Metal Music, Urban Night Life, Non-Fiction Literature, Caffeinated Beverages.

Isaac Owyn always had a knack for working with his hands. Modifying something or creating new things through manual input always held a certain feeling of satisfaction and accomplishment for him. Weather he was playing with Lego or hot gluing card board, Isaac always enjoyed the process. In school, Isaac excelled in Shop-Class due to much of his prior experiences working with different materials and combining them into something new and functional.

After he completed High-School, Isaac promptly applied for a position as a carpenter's apprentice. Applying his interests while also being in a professional working environment, Isaac was soon accumulating both work experience and an income. Isaac's master was pleased with his performance and development as an apprentice; he quickly grew to value Isaac's contributions in the work place.

Now with several years of experience under his belt, Isaac has decided to strike out on his own as a private contractor. With his extensive work history in carpentry, Isaac is eager to find clients and ply his trade. Through the use of a convenient online application Isaac's business prospects have begun to expand and evolve.

## - Persona 3 -

**Name:** Marie Burgundy

**Occupation:** Veterinarian

**Age:** 33

**Education:** Doctorate of Veterinarian Medicine from the University of Guelph.

**Interests:** Animals, Husbandry, Firearms, and Air viscosity.

As a daughter of a Ranch Foreman, Marie grew up with a variety of equines, poultry, felines, canines, and bees. She spent most of her time learning the art of husbandry and had a knack for herding sheep. During her time on the ranch, she learned how to use firearms to hunt rabbits and to scare off predators.

With over 15 years of practicing veterinary, she breezed through her university education, completed two master’s theses during her time as an undergraduate. Within two years of the undergraduate, she moved to the University of Guelph to earn her Doctor of Veterinarian Medicine, then followed up by becoming an officially Licensed Veterinarian, and being formally inducted into the Ontario Veterinary Medical Association.

With the pressure of selling the ranch to make way for urban development, Marie sold much of her remaining livestock and ranch to developers; Saving an acre of land, Marie plans to look for help in designing, and building a future Mixed practice veterinarian clinic.

## - Persona 4 -

**Name:** Dominic Toretto

**Occupation:** Car Mechanic

**Age:** 38

**Education:** Highschool Not Completed

**Interest:** Street racing, Muscle cars, and Moonshining.

From an at early age, Dominic Toretto grew an interest in muscle cars often taking rides in his father’s company truck to their construction sites and occasionally sitting alongside his father in construction vehicles. He skipped his last year of High School and began working at an auto mechanic shop. By the age of 18, Dominic had bought his very first car which he had personally customized over the course of two years, then took it to his first street racing event that his clients invited him to.

After a series of successful races, Dominic had acquired a sizeable number of cars that were either sold or stored in warehouses. At the age of 33, he was goaded into racing on a road that was under construction and caused a major accident that damaged construction vehicles and equipment; This led to the suspension of Toretto’s Driver’s License, a major fine, and the confiscation of his vehicles.

Having lost his license to drive and his collection of cars, Toretto decided to go back to his father’s construction company to work, often acquiring and handling contracts.

## User Stories – Mirri MacRey

#### User Story: Multiple List View

Owning many properties that are in need of renovation, Mirri needs a way to easily track the work orders that she has created. This will reduce the odds that she’ll post the same work order twice.

#### User Story: Uploading Images

Mirri is interested in making sure that anyone interested in aiding in her renovation efforts has as much information as possible. So Mirri needs to be able to upload images of what exactly she wants work done on and not just rely on descriptions.

#### User Story: Protecting Experience

The internet can be a cruel and unusual place sometimes. Mirri desires a way of blocking certain users from making negative or unproductive posts upon her work orders. By being able to filter out the “Bad Apples,” she’ll be able to ensure a more positive and constructive experience.

#### User Story: Auto Address Complete

Owning multiple properties can make memorizing their addresses a pain. An auto-complete assist bot that references address information to ensure that a valid address is being provided for a property within a work order will aid Mirri in this regard.

#### User Story: Filtered Feedback and Quotes

With the intent of listing multiple work orders for different properties Mirri understands that she’ll likely get a lot of feedback / quotes regarding each and every one. She needs a way of filtering her feedback and quotes into a property by property break-down to keep things organized.

## User Stories – Isaac Owyn

#### User Story: Filtered List View

Viewing many work orders and providing quotes on work can be difficult to keep track of. Isaac needs a way to identify which work orders he’s perused and which ones he hasn’t in order to reduce the odds of quoting multiple times on the same work order.

#### User Story: Work Order filters

Isaac can only travel so far to a work site before it no longer becomes lucrative for him as an opportunity. He needs a way to filter listed work orders by region or municipality in order to get a more “personalized” view of listed work orders.

#### User Story: Account Reporting

The internet can be a cruel and unusual place sometimes. A method of flagging and reporting troublesome user accounts will go a long way to providing Isaac with the confidence in the platform and the community that uses it.

#### User Story: Two Way Communication

Isaac is interested in communicating with potential clients. A method of integrated instant messaging or email service will ensure that Isaac can maintain a personal channel of discourse with clients on a more individual level.

#### User Story: Preferred Clientele

After some time with the platform, Isaac has grown accustomed to working for a few familiar and reliable clients. A method of prioritizing or favoriting clients and allowing new work orders from them to be highlighted would be beneficial for Isaac to maintain a strong working relationship with them.

## User Stories – Marie Burgundy

#### User Story: Post work order

As a client, Marie would like to requisition an Architect to aid in designing her Veterinary clinic. A simple interface should allow Marie to enter in her property’s properties and allow her to upload a mockup that either she or a Veterinarian Technician creates.

#### User Story: View Regulations, Codes, and/or Standards

Marie would like to be able to see any regulations, codes or standards that may apply to the design that either an architect, engineer, technician, or herself had provided. The automated information association system should be able to associate regulations, codes, and standards to relevant data provided by the uploaded documents.

#### User Story: Mobile access to documentation

As a client, Marie would like to be able to access any documentation that has been shared between each party on the go. Using a webservice, the client should be able to archive, download and view files on their mobile device on the go.

#### User Story: View Applying or Potential Architects, Engineers, and/or Contractors.

As a client, Marie would like to be able to see who is available or interested in helping her with her project. The system should allow the client to view a query of architects, engineers, and/or contractors that have been registered and verified in the database, as well as any architect, engineer, and/or contractor that may be interested in aiding the client.

#### User Story: Post Feedback

As a client, Marie would like to be able to leave feedback for architects, engineers, and/or contractors she had worked with. A short easy-to-fill survey should be provided to the client upon the end or termination of their contract.

## User Stories – Dominic Toretto

#### User Story: Work Order Queries

As a contractor for a construction company, Dominic would like to be able to search for work requisitions placed by architects, engineers, and/or clients. An interface should provide Dominic the ability to search and filter work orders based on criteria.

#### User Story: Upload Documentation

As a contractor, Dominic would like to be able to send a quote, an estimate of building materials to their stakeholder. A system would allow Dominic to upload his documentation to the system to process.

#### User Story: View Project Stakeholders

As a contractor, Dominic would like to know the architect, engineer, client, and/or any other possible contractors that may be involved with the project. The system will allow the stakeholders to view involved parties and their roles within the project.

#### User Story: Notification System

Dominic knows the pains of working with architects and engineers that communicate too little or too much. The system should notify all stakeholders of any updated documentation and/or any direct messages they may have received.