

Personas

Manager Kate Stevens



Kate Stevens is a 47-year-old grocery store manager. She is detail-oriented, focused, kind, and caring. She has two daughters, aged 18 and 21, both of whom are away at college. Kate divorced many years ago; they married young (Kate was pregnant) and probably shouldn't have. Although her relationship with her ex-husband is amiable, it hasn't always been that way. Kate lives with her mother in the house where she grew up. It's a good arrangement for both of them, as they have a comfortable relationship and it makes sense financially. The highlight of Kate's week is Sunday dinner. Her brother and his family come, as do various friends who have no close family. Her hobbies include badminton, salsa dancing, and watching the Food Network.

Kate worked her way up to the position of store manager. She started as a part-time night cashier, while her then husband was home with the sleeping children. She became a full-time cashier after the divorce. With her penchant for keeping the store orderly and talent for dealing with difficult customers, she eventually became an assistant manager. Her career stalled there for a few years, while the store went through a string of incompetent managers. She was finally promoted five years ago.

Kate works about 55 hours every week, but always makes sure she is off on evening. Her job includes a wide range of responsibilities. She does administrative work and supervises staff. She checks the reports generated by the managers of various departments in the store, making sure that groceries are

moving in and out of the store. She makes sure that each department is profitable. Kate is often looking for ways to increase sales and traffic into the store.

Kate's day begins by waking up at 4:30am and reading the newspaper over breakfast. She uses the news as conversation starters with the employees and customers. She arrives at work by 6:00am. Her first task is the handover from the night manager. Next, she makes a tour of the store to check that the place is clean and the various displays are complete.

Her computer skills are very good, and she uses a variety of software to communicate with suppliers and head office, manage inventory and monitor cash flow. Kate is frequently in touch with her daughters through the day, using text messages or Facebook. She currently owns a Blackberry, but is wondering if she should change to something else.

Kate's grocery store is located in an economically mixed neighbourhood. The majority are middle class families, but there are also lower income people living in basement apartments and a couple of senior citizen's homes. Also within walking distance is an enclave of multi-million dollar homes.

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Customer Sam Sung



Sam Sung is a 34-year-old technical manager at a mid-sized technology and consulting company. He was born and raised in Busan, South Korea. After completing his mandatory military service after high school, Sam came to Canada as an international student and studied computer science at the University of Toronto. During this time, he met his wife Mina, who was Bulgarian international student. They have been married for 12 years. They have a 5-year-old son who is attending kindergarten. In order to be closer to Sam's office in Richmond Hill and to raise their family in a more suburban area, Sam and his wife purchased a townhouse in North York. Three years ago, Mina's father passed away from a terminal illness so her mother has immigrated to Canada to live with them and takes care of their son during the day while Mina also works fulltime as a branch manager at a neighbourhood bank.

Sam lives a very busy lifestyle. He has a lot of responsibilities at work and often works late hours. He is incredibly career-driven and hopes that his dedication will be noted by his director and VP so he will get a promotion in another year or two. Since he and his wife can only afford to have one car, Sam will often do the household shopping on his way home from work so that it does not consume time from their weekends. As a result, he is a fan of big box stores where he can get everything he needs in one place. Sam is also a very practical person and is very careful with his finances - a habit that developed equally from being from a middle-class family and from surviving in a foreign country as an international student. Sam has meticulously prepared a monthly budget that covers their mortgage payments, student loan payments, basic living necessities - even a small sum to set aside already for their son's post-secondary education. Sam will normally wait to buy something when it goes on sale and does not like to spend

money on frivolous luxuries. His financial prudence sometimes leads to disagreements with his wife who is from a more affluent family and tends to spend money more freely.

Sam is fairly conservative person with a tidy appearance. While he is not particularly adventurous, he is very adaptive and his determination helps him to overcome any shyness that new situations might invoke. He manages to maintain good social relationships with his English-speaking colleagues in spite of his embarrassment with his accent.

As a technical manager, Sam is required to stay on top of the latest technologies for work. He is happy to do this, as he has strong interest in technology and gadgets. He devotes a portion of his personal time to reading tech forums and news sites. He knows the ins and outs of all the latest devices. He has a company-issued laptop and Blackberry. He personally only owns an ancient Dell PC. He sees this as all he really needs anyway. While at home, he uses his computer to play Go, read the news, check email in the morning, browse the web, and Skype with his family in Korea.

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Cashier Javier Francesco



Javier is a 22-year-old cashier and an International Business Student at a Canadian University. He was born and raised in Lima, Peru. He is the only brother to two other siblings, Lisa and Maria aged 10 and 12. Javier's mother was a lawyer and his father ran a trading company. Javier plans to takeover the family business, which led to his decision to attend business school abroad. When Javier finishes school he plans to return to Peru, so that his father can retire. Javier misses his family very much and talks to them every day using Skype.

Javier shares a flat with two other male students, Miguel and Miguel, one from Ecuador and one from Boston. Although they all have Spanish names, they don't have a lot in common except for a love of soccer. They often choose a match to watch on the television during the afternoon on the weekend. Friday and Saturday nights are often spent outside of the house with friends.

School and work keeps Javier busy, but he still manages to maintain a healthy lifestyle. He goes to the gym a few times a week and eats right. When Javier has some spare time he gets together with some of his friends to play soccer. He enjoys playing soccer since it reminds him of being back home in Peru playing with his friends. His favorite position is midfield. Javier spends much of his time reading textbook and other materials for school. But when he finds the time he likes to read mystery novels.

Javier works about 20 hours per week as a cashier at the grocery store. Javier works to gain frontline retail experience and to earn spending money. Javier is social and enjoys the interaction with customers. He greets customers with a smile and asks them how they are. He enjoys his work environment and would readily recommend the store to anyone who asks. He has won employee of the month award twice because of his work attitude. The store manager considers him to be an asset.

Javier is experienced when it comes to computer skills. Being a business student means he knows how to use many Microsoft Office products and similar applications. He uses the Internet to stay connected with his family and his friends. Javier also uses the Internet to read business related articles and magazines. He uses his MacBook to watch news, usually his interest is in the current economy.

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Customer Giovanna De Lucia



Giovanna De Lucia is an 80-year-old mother of 4, grandmother of 8, and great-grandmother of 6. She and her husband moved from Italy in the 1950s. Her husband worked as an automobile mechanic, and passed away 15 years ago.

Giovanna still lives in the house where she raised her family. It's getting to be too much for her to maintain, but she can't imagine living anywhere else. She is an avid gardener and cooks using the vegetables that she grows. She socializes with her neighbours and visits the senior's centre. Every day, she takes a walk and often does her shopping in small batches at local stores. She is generous, and social, though her world is shrinking as she ages.

She believes that this lifestyle and regular physician visits are the main reasons why she does not have any serious medical issues even at the age of 80.

Despite her many years in Canada, Giovanna's spoken English is minimal, though her oral and written comprehension is decent. She is not enthusiastic about discovering new technologies since she believes that new technologies are beginning to discourage face-to-face communication. She has an old LG phone, which she keeps just in case there is an emergency while she is out on her walk. She has very limited computer skills, which has never proven to be a serious problem, because there was never any particular need to be adept at working with computers.