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|  | ”He wants stuff”  **About**  Jason is a young man of 28 years old. He’s a marketing director and he is proud of his career.  Jason loves his dog very much, but he does not have much time at home because he works long hours.  He loves to be active and to be outside.  His time is limited and precious to him.  He is computer savvy.  **Ultimate Goals**  Jason would like to meet like-minded dog owners. He’d like to give his dog lots of time to socialize. |

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|  | ”I’d like to meet some new friends and get out and exercise.  **About**  Barbara is a lady of a certain age. She likes to take her dog with her wherever she goes. She is fiercely protective of her dog and she often keeps her in her baggie or in a doggy stroller.  Barbara is not as mobile as she used to be and doesn’t like to travel long distances.  Barbara is retired and has lots of time.  **Ultimate Goals**  Barbara would like to meet people and find friends for her dog in a relaxed setting. |