Persona 1: Emily Johnson (Young Professional)

- Age: 27
- Occupation: Marketing Manager
- Location: New York City
- Background: Lives in a small apartment and wants a low-maintenance pet. Prefers adopting rather than buying from breeders.
- Motivation: Looking for a hypoallergenic dog that fits her lifestyle. I Want a pet that doesn't require a lot of space.
- Pain Points:
    - I Don't have much time to visit shelters physically.
    - Needs reliable information about the pet's temperament and needs.
- Goals:
    - Easily browse and apply for pet adoption online.
    - Ensure the pet is a good fit for an apartment lifestyle.

Persona 2: Robert Martinez (Family Man)

- Age: 40
- Occupation: Software Engineer
- Location: Austin, Texas
- Background: Married with two kids (ages 5 and 8), looking for a friendly and energetic dog.
- Motivation: Wants a dog that is good with kids and can grow up in the family.
- Pain Points:
    - Concerned about how the pet interacts with children.
    - Wants to ensure the pet is healthy and trained.
- Goals:
    - Find a pet with verified health records and a friendly nature.
    - Read reviews and testimonials from other adopters.

Persona 3: Sarah Thompson (Retiree)

- Age: 65
- Occupation: Retired Teacher
- Location: Florida
- Background: Lives alone and wants a companion animal, preferably a cat or small dog.
- Motivation: Wants a pet for emotional support and companionship.
- Pain Points:
    - Worried about high-maintenance pets.
    - Needs an easy adoption process.
- Goals:
    - Find a low-energy, affectionate pet.
    - Ensure the adoption process is smooth and hassle-free.

Persona 4: Jake Lee (College Student)

- Age: 21
- Occupation: University Student
- Location: Connecticut
- Background: Lives in a dorm but wants a small, easy-to-care-for pet.
- Motivation: Looking for a pet that can help with stress and loneliness.
- Pain Points:
    - Limited space and strict housing policies.
    - Needs affordable adoption options.

- Goals:
  - Find a pet that is allowed in student housing (e.g., fish, hamster, small cat).
  - Learn about affordable pet care options.

1. Robert's children browse the website and shortlist their favorite dogs.
2. Robert reads each pet's description and history to ensure they are kid-friendly.
3. They schedule an in-person visit to the shelter for a meet-and-greet.
4. The family interacts with the chosen dog, ensuring it's a good fit.
5. They complete the adoption paperwork and take the dog home.

Expected Outcome:
 The family adopts a pet that matches their needs, with a positive experience for both kids and parents.