

User Persona: “The Busy Young Mom”

Emily Walker



🎂 Age 37

🧘 Yoga Instructor

📍 Glendale, CA

🎓 Bachelor's in Arts

“My daughter really wanted a dog for Christmas, but between her and my yoga business, I always forget to order a new bag of dog food before we run out. If I could get the brand we use delivered every month, it would save me a lot of headache. I’m not very tech savvy or a big fan of apps, so I need something that I can learn quickly.”

About

Emily represents a target audience for **Chewy’s auto-ship feature**. She has specific brands she uses for the family dog, and wants to see them and similar options. She is busy and not very tech savvy, so she needs the feature to be easy to learn, quick, and simple.

Goals & Needs

- To find her dog food on the app
- To see similar brands to the ones she uses
- To learn how to autoship every month

Motivations

- To stress less about the family dog
- To keep the dog healthy and make her daughter happy
- To never run out of dog food again

Everyday Activities

- Driving her daughter to school
- Running her yoga studio
- Taking the family dog on a run

Frustrations

- Confusing app design and readability
- A lack of visuals: she needs to see a picture of the dog food to know it’s the right bag
- Apps without how-to guides and suggestions
- Not being able to find similar products

Device Usage

- Desktop
- Mobile App