Stacey Hicks

Demographic Profile:

Age: 30 – 35

Relationship Status: single, 1 cat

Location: urban

Education Level: trade school

Household Income: $40K

Occupation: Dental Hygienist

Money to Spend on Product: $70/month

“It is important that no one be overweight because maintaining your weight is vital to having good health.”

A Typical Day

Stacey gets up and exercises very morning. She eats a healthy, low-fat meal, in order to maintain her weight. She goes to work, but never stays past the time she needs to so she can go home and exercise more. She also likes to hang out with friends, spend time on social media, and her way to relax at home is to read gossip magazines.

Psycho-graphic Profile

She is a bit of a health nut, but not well-educated in nutrition. Instead, she equates good health with being skinny and falls for the latest fads. I it sounds too good to be true, she’ll like it. She wants to put her cat on a diet, although it is not overweight, because she thinks everyone who is not skinny is overweight.

Likes:

* Gossip
* Social media
* Diet fads
* exercise

Frustrations:

* overweight people and pets
* unhealthy people
* complicated technology

Sources of Information:

* Twitter, TikTok, Facebook, Instagram
* People Magazine
* TV Guide Magazine
* Other gossip magazines

Areas of Influence:

* Social media
* Magazines
* Gossip
* Help-yourself websites

Purchase Influence:

* Social media influencers
* Social media ads
* Social media friends
* Help-yourself websites
* Magazine advice

Technology:

Technology level

Social Comfort level

Mobile comfort level

Low

Medium

Medium-high

Richard Blaines

Demographic Profile:

Age: 45– 50

Relatioship Status: married; 2 children; dog, cat

Location: Suburban

Education Level: Graduate Degree

Household Income: $150k

Occupation: Security Analyst

Money to Spend on Product: $400/month

“The most important thing in life is happiness and a happy family is the greatest of all joys.”

A Typical Day

Gets up early to feed the dog and cat and have breakfast with his family. Works hard, but would rather work at home on weekends than stay too late at work. When he comes home he enjoys a nice meal with family and time spent with everyone in the living room watching TV. Weekends the whole family goes for walks in the woods. Richard likes to spend lots of time playing with the cat.

Psycho-graphic Profile

Richard’s main concerns are spending time with his family, which includes his pets. He is interested in keeping everyone healthy insofar as he thinks that being unhealthy will make them unhappy.

Likes:

* Walks in the woods
* Good tasting meals
* Playing with the pets and kids

Frustrations:

* Too much work

Sources of Information:

* Sunday Local Paper
* New York Times, Washington Post
* CNN, MSNBC, BBC

Areas of Influence:

* Customer Loyalty Programs
* Expert Opinions
* Word of mouth from friends and experts

Purchase Influence

* Quality
* Convenience
* Taste

Technology:

Technology level

Social Comfort level

Mobile comfort level

High

Medium

high

**Needs Users May Have**

* ease of use
* cost
* variety
* good information
* way to determine if their cat is overweight
* health and nutrition information
* different types of diets available
* Expert Advice
* Shipping & Handling Calculator
* Products available
* Diet information based upon weight and goals
* Success Stories

**User Needs Ordered by Importance**

1. Way to determine if their cat is overweight
2. Diet information based upon weight and goals
3. Ease of use
4. Different types of diets available
5. Health and Nutrition Information
6. Products available
7. Success Stories
8. Variety
9. Cost
10. Shipping and handling Calculator
11. Good information
12. Expert advice

Style Guide

Background color: a very pale grey

Text color: black

Background color of photos and links (which appear as buttons): white

Font:

Headers – Righteous

Text: Times New Roman

Images:

Home Page: a healthy, sleek cat playing

How to Measure Page: Drawings of cats with the measurement locations marked

Success Stories: Pictures of the cats involved

User’s Account Page and all other personal pages: pictures of his/her cat(s) that were uploaded by the user

Product Pages: pictures of the products

Shipping & Handling and Cart: no pictures

Advice pages: Appropriate pictures, as needed