

James Beetle

age: 37

residence: Seattle, Washington

education: Masters Degree from MIT

occupation: Software engineer

marital status: Married with 2 kids



"I can never seem to find food that doesn't bother my dog!"

James works full time at Amazon as a Software Engineer. He has a loving wife that is a stay at home mother with 2 bright toddlers and a little dog.

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Needs

- He needs to find dog food that won't bother his dog's stomach
-

Values

- Convenience of getting dog food in a city
- His family and pup

Criteria For Success:

Needs an easy way to get dog food in the middle of the city

Getting dog food that won't bother his dog

Wants

- He wants affordable food
- He wants access to different flavors so his dog isn't eating the same thing over and over
- He wants natural food with no GMOs

Fears

- He fears that he won't be able to find an affordable allergy free food
- He also fears losing his dog to an allergic reaction
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Jacob Hins

age: 36

residence: Birmingham, Alabama

education: Highschool Diploma

occupation: English Bulldog Breeder

marital status: Married, 2 kids



"Dogs are love. Dogs are life."

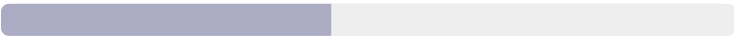
Most days I spend working with dogs and helping others with their dog needs. I love playing and tending to the dogs. When I am not doing work I stay busy helping the family and working around the house.

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Criteria For Success:

Making customers happy.

Making my family.

All the dogs stay happy and healthy.

Needs

- Nutritional food
- Affordable food
- Easy way to get dog food
- A place to buy food that saves time

Values

- True Facts
- Affordability
- Convenience

Wants

- A place to obtain healthy food.
- A place to find true facts about the food that he is buying for his dogs.
- Delivery options for dog food.

Fears

- Giving dogs the wrong food or medicine and end up hurting them.
- Selling a dog that is not healthy or well.
- Paying too much for dog food.

Tim Johensen

age: 22

residence: New York City

education: Bachelor's Degree

occupation: Janitor

marital status: In a relationship, not married



I'm so excited for my new puppy!

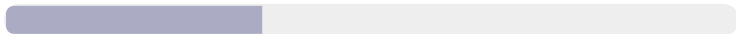
Tim works a full time, fairly low paying job and doesn't have a lot of time to stress over his new puppy and its diet. Tim and his partner like to share responsibility, but neither know much about caring for a puppy.

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Needs

- Food recommendations
- Information saving
- Nearby store search
- Shareable profile

Values

- Proper care of pets
- Convenience

Criteria For Success:

Tim needs an easy-to-use and convenient way to find the right food for his puppy's needs. Being a busy man, Tim also needs something to save him time while shopping for his puppy.

Wants

- Easy to use app
- Organized design
- Useful features
- Delivery and pick-up ordering options

Fears

- Not taking the best care of his puppy
- Accidentally doing harm to his puppy

Amelia Stevenson by Will Columbia

age: 23

residence: Chicago, Illinois

education: Bachelors Degree at University of South Carolina

occupation: Nurse

marital status: Single



"I'm a total dog person!!"

In my free time, I love working out and running with my dog. I also enjoy watching Netflix and eating great food.

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Criteria For Success:

saving money and time

Needs

- Transportation to store

Values

- Saving money
- My sweet puppy

Wants

- To find good dog food at a reasonable price
- Possible deliver options

Fears

- Not feeding my dog healthy food
- spending too much money for dog food