

## General Consumer

Pub/bar/restaurant owner/manager

Profile	Need	Initial Action	Initial Outcome	User Experience	Future Experience
<ul style="list-style-type: none"><li>• <b>Business based in Liverpool</b></li><li>• <b>Is already dog friendly</b></li></ul>	<ul style="list-style-type: none"><li>• Wants to promote their business.</li><li>• Wants to increase footfall and revenue.</li></ul>	<ul style="list-style-type: none"><li>• Updates their own website that they are dog friendly.</li></ul>	<ul style="list-style-type: none"><li>• Appears in our site support teams research and makes it onto our “Dog Friendly” page following research.</li></ul>	<ul style="list-style-type: none"><li>• Sees an increase in footfall and revenue.</li></ul>	<ul style="list-style-type: none"><li>• Becomes aware of our sites review/recommendations.</li><li>• Engages directly with our team to improve promotion and offering.</li></ul>

Profile	Need	Initial Action	Initial Outcome	User Experience	Future Experience
<ul style="list-style-type: none"><li>• <b>Business based in Liverpool</b></li><li>• <b>Is already dog friendly</b></li></ul>	<ul style="list-style-type: none"><li>• Wants to promote their business.</li><li>• Wants to increase footfall and revenue.</li></ul>	<ul style="list-style-type: none"><li>• Google’s “Dog Friendly Liverpool” and comes across our site.</li></ul>	<ul style="list-style-type: none"><li>• Approaches our site to request inclusion on our Dog Friendly pages.</li></ul>	<ul style="list-style-type: none"><li>• Sees an increase in footfall and revenue.</li></ul>	<ul style="list-style-type: none"><li>• Engages directly with our team to improve promotion and offering.</li><li>• Potential for paid for advertising and promotion on our site.</li><li>• Potential future revenue generating events at their location.</li></ul>

Profile	Need	Initial Action	Initial Outcome	User Experience	Future Experience
<ul style="list-style-type: none"><li>• <b>Business based in Liverpool</b></li><li>• <b>Is not currently dog friendly.</b></li></ul>	<ul style="list-style-type: none"><li>• Wants to promote their business.</li><li>• Wants to increase footfall and revenue.</li></ul>	<ul style="list-style-type: none"><li>• Decides that allowing dogs and dog owners into the premise will increase potential client base.</li><li>• Google’s “how to be dog friendly”.</li></ul>	<ul style="list-style-type: none"><li>• Finds our site’s page offering advice for becoming/improving the dog friendliness of a venue.</li><li>• Also finds our recommendations for dog friendly venues and wants to benefit from this advertising.</li></ul>	<ul style="list-style-type: none"><li>• Sees an increase in footfall and revenue.</li></ul>	<ul style="list-style-type: none"><li>• Engages directly with our team to improve promotion and offering.</li><li>• Potential for paid for advertising and promotion on our site.</li><li>• Potential future revenue generating events at their location.</li></ul>