

General Consumer

Consumer/general public

Profile	Need	Initial Action	Initial Outcome	User Experience	Future Experience
<ul style="list-style-type: none">• Lives in Liverpool• Recently owns a Dachshund	<ul style="list-style-type: none">• Wants to socialise their dog with other dogs of the same breed.• Wants to meet others with similar interests.	<ul style="list-style-type: none">• Google's Dachshund and/or Sausage Dog and their location.	<ul style="list-style-type: none">• Our site's is a top hit in their search.	<ul style="list-style-type: none">• Visits page and find links to free social events and social media.	<ul style="list-style-type: none">• Becomes an active, loyal member of the site's community.• Tells others about the information resource.

Profile	Need	Initial Action	Initial Outcome	User Experience	Future Experience
<ul style="list-style-type: none">• Lives in Liverpool• Recently brought home a Dachshund (puppy or rescue)	<ul style="list-style-type: none">• Wants advice on looking after their new family member	<ul style="list-style-type: none">• Google's specific training advice for their particular issue. Mentions dog breed in search.	<ul style="list-style-type: none">• Our site's "training" page is a top hit in their search.	<ul style="list-style-type: none">• Visits page and receives useful information.	<ul style="list-style-type: none">• Returns directly to site for further information on training as a first port of call.• Tells others about the information resource.

Profile	Need	Initial Action	Initial Outcome	User Experience	Future Experience
<ul style="list-style-type: none">• Lives in Liverpool• Owns a Dog	<ul style="list-style-type: none">• Wants to visit a pub in Liverpool with their dog and wants to check that it is dog friendly	<ul style="list-style-type: none">• Google's "dog friendly pub Liverpool"	<ul style="list-style-type: none">• Our site's "Dog Friendly" page is a top hit in their search	<ul style="list-style-type: none">• Visits page and receives useful information	<ul style="list-style-type: none">• Returns directly to site for further information on other venues.• Tells others about the information resource