

Date
March 8th 2021

Client
Steven Pan

Project
Tiny Paws

Links
<https://forms.gle/ApX9qQExAdJZ4RzY9>



Steven Pan

" If im going to do something, i want to do it right"

DESCRIPTION

Steven is a part-time student at British Columbia Institute of Technology and works as a freelancer outside of school.

He lives in an apartment with his partner and the two prefer to stay home rather than go out. He is a foodie and some of his hobbies include cooking and playing the piano.

He has been around cats majority of his life at his parent's home, however now that he has moved out, both Steven and his partner are thinking of adopting one.

Age: 24
Occupation: Part-time student
Gender: Male
Family Status: In Relationship

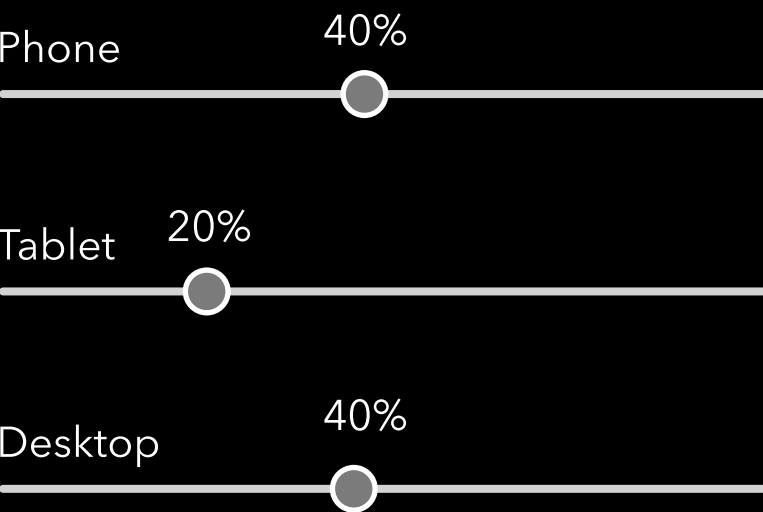
GOALS

- To adopt a cat that is suitable for his lifestyle
- Easily be able to contact a host about more details
- Find resources on cat care
- Be able to see detailed description of the cat's medical history
- Quick access about cat's age, breed, and gender,

NEEDS

- A trustworthy company/organization
- Thorough descriptions
- Easy to read forms
- Speed and efficiency
- Ensure the shelter is putting the animals interest at first
- Must have knowledge of the cat's medical history, age, and gender
- Strong communication between him and company

Device Usage



Tech Level : Advanced

- Uses and studys technology in school and personal life
- Spends around 2 - 3 hours per vist browsing cats.

MAIN POINTS

- Opinions of his friends and peers are important
- Must do thorough research before making any decisions
- Wants to everything about a cat before adopting
- New to adoption process, needs simple and straight forward instructions
- Have emotional attachment

PAIN POINTS

- Long fill out forms
- Adoption process feeling like he is shopping for a cat
- Not enough pictures
- Bad quality pictures
- An outdated website
- Advertisement
- Confusing or Unclear instructions

INTERESTS

- Opinions and advice from different sources
- Music
- Taking pictures
- Take picture for his cat
- Community involvement
- Hiking