

Persona

Target group:

People from the new generations that are comfortable using the internet to solve their issues. Generally, lonely people or ones that lack love.

Create a persona that embodies the target market you determined. List out some of their qualities.

Jimmy. 33-year-old article writer. Pale, slightly out-of-shape, beginning to bald, blames it on his stress levels from working 50-60 hours a week crunching pages. Underappreciated at work. Has no family, lives alone.

He slaves away every day, has a huge impact on his boss's revenue (he thinks), but never gets recognition, nor he truly gets the opportunity to show his intelligence or ideas.

His productivity is slipping because he's not motivated to get ahead of his work, so he keeps lagging behind. *"Is this really what I spent 4 years in college for? Is this really what I'm going to do for the rest of my life? All I want is to go home to somebody I can talk to and share how my day went."*

Every night he gets home. There is nobody who is waiting for him to smile at him. He doesn't feel any warmth when he is at home. When it is time to relax, he just gets depressed because he is alone and starts crying and drinking wine until he passes out.

He believes that if he has some time to up his game with the girls, he could eventually get a girlfriend and perhaps one day get married. But

the loneliness and his depression are making it impossible for him to get out of this situation.

What are the pains and frustrations your persona is experiencing?

Work saps all his energy and drive. His mother and father don't admire or respect him, because by his age he should already have at least one kid.

He feels lonely and depressed because there is nobody at home waiting for him by the end of the day.

What does your persona desire? What does their dream life look like?

Jimmy wants to get his life in order. He is realising that because he is lonely, this feeling has led him to depression and that depression to alcohol problems which are undermining him.

He just wants to express his love to somebody who will love him unconditionally.

What is the key Roadblock (obstacle) keeping your persona achieving their Dream State now?

His depression caused by loneliness is getting the most out of him causing him to lose motivation to work effectively at his job. Therefore, he has to work over hours to achieve the results that the boss has and by the end, he just doesn't have neither the energy, nor motivation to improve himself in order to start getting girls.

What is the solution that will allow the Persona to achieve their Dream State?

He needs something that will restore his mental clarity, give him love and light back into his shitty life.

If he could just get somebody to live with him and to love him unconditionally, and to wait for him by the door for him to come back home from work.

How does the product make it easier for the Persona to implement the solution and achieve their Dream State?

By going to our website, he can get recommended a pet specifically for his needs, which are for him to experience love, a true companion, to not feel lonely.

By getting the correct result of a perfect breed for him, he can go to a pet store and buy it. From there, his depression will slowly start to cure, his overall motivation and energy will go up, he will start working brilliantly at his job, maybe even get a pay raise and eventually he will get a wife and have kids and his parents wouldn't be disappointed at him.