

Firstly, we have Gina. Gina's thirty-two years old and has two kids under four, a husband, and two cats. Every time Gina logs into a certain other social media platform to try and unwind after getting the kids to bed, she's bombarded with posts and comments from that one uncle, a friend of friend, or even her direct friends about the government or social issues. While it takes a toll, mentally, she's able to move on from those posts and comments, but what's this? An advertisement for a toaster? This morning, the toaster shorted out, but she hadn't even had time to search for a new one, yet here was an ad for one, almost as if the platform was inside her head. All she wanted to do was share a couple photos of her cats chasing each other. Enter The Yard, where Gina can post these photos without fear of these types of posts and comments. She's able to post her photos and then allow her brain to "turn off" as she consumes content of cute animals.

Next, we have Jerome. Jerome is fourteen and, by extension, still lives at home with his parents and three sisters. His mom's allergic to pet dander, which is unfortunate for Jerome, since he's always loved cats. His parents also won't allow him on traditional social media yet because of the amount of content out there designed to influence teenagers, either politically or socially. Using The Yard, though, Jerome can safely peruse cat content to his heart's content.

Third, we have Regina. Regina is a seventy-five-year-old grandmother of around eighteen grandchildren. She moved into an assisted living facility a couple of years ago after her husband of thirty-five years passed away. Unfortunately, her facility does not allow pets, meaning her beloved turtle, Herman, had to be rehomed, though she misses him dearly. Thanks to the simple design of The Yard, Regina is able to see photos of Herman that have been posted by the grandchild who kindly took him in.

Regina can follow her grandchild that took in Herman so that content posted by the grandchild is prioritized at the delivery step.

Fourth, we have Mattias. Mattias is forty-two years old and is a zookeeper for a local zoo. The zoo's traffic has been dwindling a little of the past couple of months, so Mattias is looking for a way to get those numbers back up. In order to connect with more of the "online generation," Mattias begins posting photos of the zoo animals to The Yard, hoping to encourage viewers to come see the animals in person.

Lastly, we have Melony. Melony is thirty-five years old and holds the esteemed position of social media manager at Pet Products, Inc. Melony can get relevant ads for pet products disguised as cute content delivered directly to potential and existing customers very simply with The Yard. Creating more genuine ads will help draw in these customers over the slew of mass-produced ads that appear on other platforms.