

Persona: Prospective Dog Parent

Photo:



Name: Jen Smith

User Goals/Needs

- Uses site to look useful information on dogs that she may adopt to add to her growing family. This includes adoption fee, breed and location.
- She will take occasional breaks at work to use the site and look at cute dogs.

Occupation: Remote Digital Marketer

Demographics:

- 32 years old
- Married
- Mother of one child

Activities:

- Active (Hiking, camping, swimming)
- Volunteering

Other:

- She is comfortable using a computer and refers to herself as an intermediate Internet user. Owns a 2-year old iPhone and a 1- year old Mac. Uses mostly safari on her Apple products, however her work laptop is a PC with Chrome.
- Google analytics show most site visits come from safari but also includes Chrome, Firefox and Edge.

Quote:

A dog is the only thing on earth that loves you more than he loves himself