

Laura Gomez

Marketing Executive

Age:34 || Status: Married || Location: Chile || Salary: 1.200.000/mo



About

Laura works at an advertising agency has a dog named Luna. Her schedule is always full of meetings and short trips, which makes her easily forget Luna's vaccinations and medical checkups.

Personality

- Responsible
- Organized at work, chaotic in personal life
- Results-driven
- Animal lover

Objectives

- Remember Luna's appointments effortlessly
- Schedule online without calls
- Have Luna's medical history in one place

Motivations

- Keep her dog healthy and happy
- Save time
- Reduce stress from forgetting vaccinations

Barriers

- Little free time
- Distrust of apps she doesn't know
- Gets frustrated with unintuitive apps

“I need the app to remind me of everything, otherwise I'm sure I'll forget.”

Andrés Torres

Architecture Student

Age:22 || Status: Single || Location: Chile || Salary: 250.000/mo



About

He recently adopted a cat named Mishi. It's his first pet, and he is learning about vaccinations, deworming, and checkups. He manages everything from his phone and likes apps that are clear and educational.

Personality

- Curious
- Tech-savvy
- Constant learner
- A bit absent-minded

Objectives

- Keep a basic health record of Mishi
- Receive easy-to-understand reminders
- Have quick access to care information

Motivations

- Give his cat the best life
- Learn in a simple way
- Avoid mistakes due to lack of experience

Barriers

- Little experience with pets
- Doesn't understand medical terms
- Concerned about veterinary costs

“I want the app to be easy to use, because this is the first time I'm taking care of a cat.”

Carmen Rodríguez

High school teacher

Age:46 || Status: Married || Location: Chile || Salary: 800.000/mo



About

Carmen lives in a large house with 3 dogs and 2 cats. She loves having pets, but it's difficult for her to keep track of all the vaccinations and dewormings. She needs a solution that allows her to manage multiple records at the same time.

Personality

- Family-oriented
- Careful
- Practical
- Somewhat forgetful

Objectives

- Manage records for multiple pets
- Receive differentiated reminders
- Keep everything organized in a single app

Motivations

- Health of all her animals
- Peace of mind
- Save time and avoid confusion

Barriers

- Too many pets to control manually
- Gets confused with physical vaccination cards
- Feels that many apps don't allow multiple accounts

“With so many animals, I need an app that helps me not get tangled up.”