

# MostPurrecious.com

Most Purrecious is a website that sells all the needs for cats including toys and accessories.

Most Purrecious offers a variety of items that fit needs for cat owners to improve the lifestyle of their pets with a quick shipping time. The website emphasizes items that allow cats to enjoy a simple yet effective approach to their daily activities such as toys, easy to access water fountains, and food container accessories. Our focus to improving cats' lifestyles differs from the traditional online store by offering items that prioritize functionality and quality over basic items that simply functions for a short period of time. Our goal is to provide each and every customer with satisfaction and build a relationship where we are proud to become a partner of their cats.

## PERSONAS

### Urgent Shopper

A shopper who needs to purchase new accessories for their cat due to a malfunction of their current item. The cat owner can access the website through a computer or smart phone and must understand the basic purpose of the items in the store. The flow of the user from spotting an item to purchasing the item should be less than 5 minutes while some upselling products may delay the time. The buyer should be pet-friendly and be willing to purchase items that he/she believes useful.

### Window Shopper

A shopper who is interested in the items offered on the website but does not have the intention to buy right away. The shopper only looks for items that catch the eye without having a specific item in mind to purchase. This person will have moderate experience with the functionality of the products on the website and will have access to the store from their computer. The time it takes to purchase an item for this person will vary between a day to a week. The buyer will look at the overall layout of the website and only commit to purchasing an item either if the product has superior functionality or if the product looks exceptionally well.

## COMPS

