

# User personas and information architecture

## User Personas

"Generate 3 user personas for an online web shop that sells pet products."



**Name:** Sarah Collins

**Age:** 28

**Occupation:** Marketing Specialist

**Location:** Urban Area

**Pets:** Adopted a 1-year-old rescue dog (Golden Retriever mix) named Max

**Personality Traits:** Caring, research-oriented, social media user, environmentally conscious

**Motivations & Goals:** Wants to provide high-quality care for her first pet, prioritizes products that *support sustainability and animal welfare*, seeks guidance on best practices for pet training and nutrition

**Challenges & Pain Points:** Feels overwhelmed by the wide variety of pet products and brands

Worried about accidentally purchasing products with harmful ingredients

Has a busy schedule and prefers fast, convenient shopping

**Product Needs:** Eco-friendly, organic, and non-toxic pet supplies (food, toys, grooming)

Guides and content for new pet owners (blog posts, training tutorials)

Subscription options for essentials like dog food or treats

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**Name:** Lisa Nguyen

**Age:** 35

**Occupation:** Accountant

**Pets:** Three pets – a cat, a senior dog, and a pet bird

**Location:** Suburban Area

**Personality Traits:** Budget-conscious, detail-oriented, frequent online shopper

**Motivations & Goals:** Wants affordable yet high-quality products that meet each pet's needs

Prioritizes easy reordering of her usual pet supplies

Looks for variety and new products to keep her pets engaged

**Challenges & Pain Points:** Finds it challenging to manage supplies for multiple pets with different needs, Wants to avoid high shipping costs and delays  
Looking for recommendations based on specific pet types and ages

**Product Needs:** Discounts on bulk purchases and multi-pet bundles

Senior pet care products (supplements, orthopedic beds)

Durable toys and high-quality, affordable food options

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**Name:** David Thompson

**Age:** 42

**Occupation:** Small Business Owner

**Pets:** One purebred Bengal cat named Luna  
Tech Savviness: Moderate

**Location:** Rural Area

**Personality Traits:** High-income, selective,  
likes to spoil his pet

**Motivations & Goals:** Prioritizes premium,  
stylish, and unique products  
Looks for high-quality pet products and  
accessories that match his taste, Interested  
in luxury items, customizations and  
wellness products for pets

**Challenges & Pain Points:** Limited access to premium pet products in his rural  
area

Prefers quality over price, but has difficulty finding unique options

Wants assurance of product safety and quality

**Product Needs:** Luxury pet accessories (designer collars, beds, bowls)

Organic, high-end pet food and grooming products

Monthly wellness boxes or exclusive "pamper packages"

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## Information Architecture

"Propose a set of 15 topics related to an online shop that sells  
pet products."

Here are 15 foundational topics and categories for an online shop that sells pet products:

1. *Pet Food* – Sections for different types (dry, wet, raw, and freeze-dried) and diets (grain-free, hypoallergenic, etc.).
2. *Toys* – Categories for dog toys, cat toys, interactive toys, chew toys, and enrichment toys.
3. *Beds & Furniture* – Different options for beds, crates, scratching posts, and pet furniture.
4. *Grooming Supplies* – Shampoos, brushes, nail clippers, and grooming kits for various pet types.
5. *Training & Behavior* – Tools like clickers, harnesses, training treats, and calming products.
6. *Health & Wellness* – Supplements, vitamins, dental care, and products for overall pet health.
7. *Clothing & Accessories* – Apparel, collars, leashes, and seasonal gear for pets.
8. *Travel & Outdoor Gear* – Carriers, travel bowls, portable water bottles, and safety products.
9. *Pet Essentials* – Basics like bowls, litter boxes, waste bags, and feeding accessories.
10. *New Arrivals* – A category for the latest products, keeping customers updated on new options.
11. *Best Sellers* – Showcase popular items based on sales, reviews, or recommendations.
12. *Eco-Friendly Products* – Sustainable pet supplies, including compostable bags and organic toys.
13. *About Us* – Background on the brand, mission, values, and team.
14. *Blog* – Posts on pet care tips, product guides, seasonal advice, and pet lifestyle.
15. *FAQs* – Common questions about products, shipping, returns, and pet care advice.

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"Assume the role of persona 1 and categorize and label the proposed topics and then do the same for persona 2 and persona 3."

### ***Persona 1: Sarah Collins, "The New Pet Parent"***

- *Primary Goals:* Eco-friendly, pet care guidance, convenience as a first-time pet owner
- *Categories & Labels:*
  - *Getting Started*
    - *Pet Essentials* – "Everything You Need for Your New Pet"
    - *Best Sellers* – "Top Picks for New Pet Owners"
    - *New Arrivals* – "Discover the Latest Pet Products"
  - *Care & Wellbeing*
    - *Health & Wellness* – "Keep Your Pet Healthy Inside and Out"
    - *Grooming Supplies* – "Gentle Grooming for Happy Pets"
    - *Training & Behavior* – "Building Positive Habits with Max"
  - *Sustainability*
    - *Eco-Friendly Products* – "Sustainable Essentials for Green Pet Parenting"
    - *Pet Food* – "Natural and Organic Pet Food Options"
    - *Toys* – "Eco-Friendly Toys for Safe Play"
  - *Resources*
    - *Blog* – "Helpful Tips for New Pet Owners"
    - *About Us* – "Our Mission to Support Happy, Healthy Pets"
    - *FAQs* – "Common Questions for New Pet Parents"

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### ***Persona 2: Lisa Nguyen, "The Savvy Pet Enthusiast"***

- *Primary Goals:* Budget-friendly, multi-pet care, organized shopping experience
  - *Categories & Labels:*
    - *Essentials for All Pets*
      - *Pet Food* – “Affordable Food Options for Every Pet”
      - *Pet Essentials* – “Everyday Items for Multi-Pet Families”
      - *Best Sellers* – “Top-Rated Products by Pet Owners”
    - *Organized Care*
      - *Health & Wellness* – “Multi-Pet Health Solutions”
      - *Training & Behavior* – “Tools to Help with Training and Routine”
      - *Grooming Supplies* – “Budget-Friendly Grooming for All Pets”
    - *Play & Activity*
      - *Toys* – “Budget-Friendly Toys to Keep Your Pets Engaged”
      - *Beds & Furniture* – “Comfortable Options for Each Pet’s Space”
      - *Travel & Outdoor Gear* – “Pet Travel Essentials for On-the-Go”
    - *Support & Savings*
      - *New Arrivals* – “New Products for Multi-Pet Households”
      - *Eco-Friendly Products* – “Sustainable Products Without Breaking the Bank”
      - *Blog* – “Tips for Budget-Conscious Pet Owners”
      - *FAQs* – “Answers to Common Multi-Pet Questions”
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### ***Persona 3: David Thompson, "The Pampering Pet Owner"***

- *Primary Goals:* Premium quality, luxury products, focus on aesthetics and quality
- *Categories & Labels:*
  - *Luxury Collection*

- *Clothing & Accessories* – “Stylish Accessories for Your Pet’s Wardrobe”
  - *Beds & Furniture* – “Designer Beds and Furniture for Luxurious Comfort”
  - *Best Sellers* – “Our Most Coveted Premium Items”
  - *Health & Quality Care*
    - *Pet Food* – “Gourmet Food for Your Discerning Pet”
    - *Health & Wellness* – “Supplements and Care for Optimal Health”
    - *Grooming Supplies* – “Luxury Grooming Products for a Beautiful Coat”
  - *Play & Enrichment*
    - *Toys* – “High-Quality Toys for Enrichment and Engagement”
    - *Travel & Outdoor Gear* – “Travel in Style with Premium Pet Gear”
  - *Exclusive Insights*
    - *About Us* – “Our Story and Commitment to Quality”
    - *New Arrivals* – “The Latest Additions to Our Luxury Collection”
    - *Blog* – “Pet Lifestyle Tips for the Pampered Pet”
    - *FAQs* – “Frequently Asked Questions on Luxury Pet Care”
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## Sitemap

“Generate me sitemap based on the previous categorization for each persona”

### *Home*

- *Hero Section*: Featured Products (e.g., New Arrivals, Best Sellers, Eco-Friendly Picks)
- *Quick Links*: Shop by Category, Current Promotions, Customer Testimonials

- *Personalized Suggestions:* Tailored product recommendations based on persona
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## ***Shop by Category***

### *1. Pet Essentials*

- Pet Food (Dry, Wet, Organic, Grain-Free)
- Toys (Interactive, Chew, Eco-Friendly)
- Pet Accessories (Collars, Leashes, Clothing)
- Beds & Furniture (Beds, Crates, Scratching Posts)
- Grooming Supplies (Shampoo, Brushes, Nail Clippers)

### *2. Health & Wellness*

- Supplements & Vitamins
- Dental Care
- Calming Products
- First Aid Kits

### *3. Training & Behavior*

- Training Tools (Clickers, Harnesses)
- Behavior Aids (Calming Beds, Anxiety Relief)

### *4. Travel & Outdoor Gear*

- Carriers & Travel Accessories
- Portable Water Bowls
- Safety Gear (Reflective Collars, Harnesses)

### *5. Eco-Friendly Products*

- Sustainable Toys
  - Biodegradable Waste Bags
  - Organic Pet Food & Treats
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## ***Featured Collections***

1. *New Arrivals* – Latest additions across all categories
  2. *Best Sellers* – Most popular items
  3. *Luxury Collection* – Premium, designer, and high-quality products
  4. *Budget-Friendly Essentials* – Cost-effective options for multi-pet households
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## ***Guides & Resources***

1. *Blog*
    - Pet Care Tips
    - Product Guides & Reviews
    - Seasonal Care (e.g., Summer Essentials, Winter Care)
  2. *FAQs*
    - General Product Questions
    - Shipping & Returns
    - Care and Usage Tips
  3. *About Us*
    - Our Story and Mission
    - Sustainability Commitment
    - Team Introduction
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## ***Account***

- *Profile & Settings*
  - *Order History*
  - *Saved Items (Wishlist)*
  - *Subscription Management* (for repeat orders of essentials)
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## ***Contact***

- *Customer Support*
- *Live Chat*
- *Email Support*

