

By: Kay Truong, Oscar Manzano, David Valdez, Vella Keith, Teresa Rodriguez



Persona Photo

Quotation "I love pets"
Name
Silvia
Age
34
Gender
Female
Location
Los Angeles, CA
Occupation
Dog groomer
Job Title

#### Goals and Motivations

1. Build customer loyalty.
2. Enhance communication.
3. Offer convenience and accessibility.
4. Expand and grow the business.
5. Provide exceptional grooming experience.

#### Challenges and Obstacles

- High traffic handling.
- Data security and privacy.
- Location information.
- User friendly design.
- SEO.

#### Sales Objections

- Price concerns.
- Trust and quality.
- Fear of pet discomfort.
- Unfamiliar with online booking.
- Online security.

#### Sources of Information

Books

Pet Cares books and guides

Blogs

N/A

Conferences

N/A

Experts

Professional dog groomer
Highest Level of Education
Certificate
Annual Income
\$70000

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N/A
Magazines
N/A
Websites
<a href="https://www.silvia.com">https://www.silvia.com</a>

LOGO

About | Services | Bookings | Contact

Canine  
Massage

Book a massage

Bath & Brush

Book a bath & brush

Bath  
&  
Full Hair Cut

Book a bath & cut

Nail  
Trimming

Book a nail trimming

