

Persona 1: Ali



Ali is a 2nd year student studying Medicine. He bought a husky, Rusty, during his time home for summer break at his parents.

Soon his break will be over and he will have to leave Rusty with his parents. Ali is unsure of his parents capability to give Rusty enough attention when he leaves.

Ali is looking for a place that can provide long-term care and lodging for Rusty until he returns for his next summer break (approximately 8 months lodging for Rusty). He preferably would like Rusty to be in a place that has other dogs as well, so that Rusty is not lonely.

Ali's parents will pay for Rusty's care and are willing to pay whatever it takes to ensure Rusty gets enough love and care.

Persona 2: Jarod



Jarod is a high schooler who loves pets, but unfortunately he does not have any. He loves to play sports and go on nature hikes. He wants to study veterinary medicine in university.

In preparation for university costs, he is looking to find work that he can do during his time off to save up some money, and to get more experience working with pets. He has experience providing grooming services for dogs and cats, as well as dog-walking during evenings. He can provide care for any small animal daily and short-term lodging for pets.

Jarod is looking for a platform to advertise his services to the correct demographic.

Persona 3: Jenny



Jenny has a startup called Pawsup whose purpose is to create a platform for pet owners and pet caretakers to interact with each other. She wants to give pet owners a platform to find pet sitters willing to take care of their pets.

However, she does not have coding experience so she enlists the help of computer science students in UTSC's CSCC01 to help create the app.

As the startup owner, she wants to have administrator privileges on the app, so that she has final say on if pet sitters are deemed valid to be responsible caretakers on her app.