



User Name: Matthew Brown

Age: 24

Occupation: Car Salesman

Location: Buckhead GA

User Motivations:

- Find a friend for them and their dog.
- Go on new adventures.
- Wants to eliminate the potential uncertainty when meeting new doggie friends

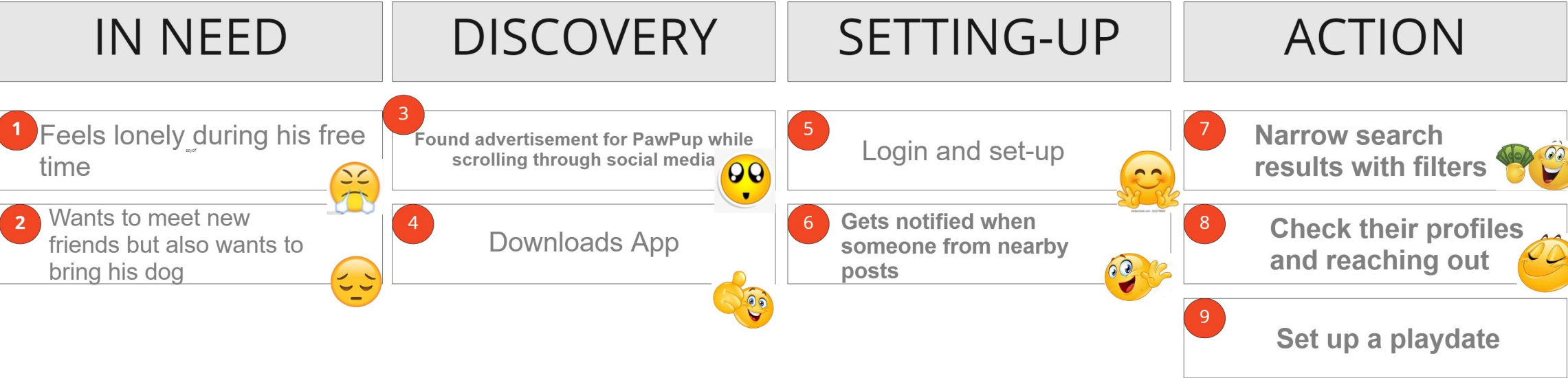
UX Scenario

Matthew is an extrovert who loves to go on adventures with his hyperactive puppy, Kyle. Matthew and Kyle enjoys meeting new friends. This is important to them because they get to try out new experiences which bring excitements to their lives.

Goals

- Find a playdate for his dog
- To expand their social circle
- To connect with alike people

The Experience



Opportunities

Mission statement of company is for dog owners

Advertise link takes users directly to the app store

Offer coaching page

Verification email for signing-up

Private chat rooms

Ask users to review the app