

Zulkefli

Age: 58

Education: Secondary School

Hometown: Damansara

Family: Has a wife, no children

Occupation: Retired

“I may be retired, but my love for animals keeps me busy.”

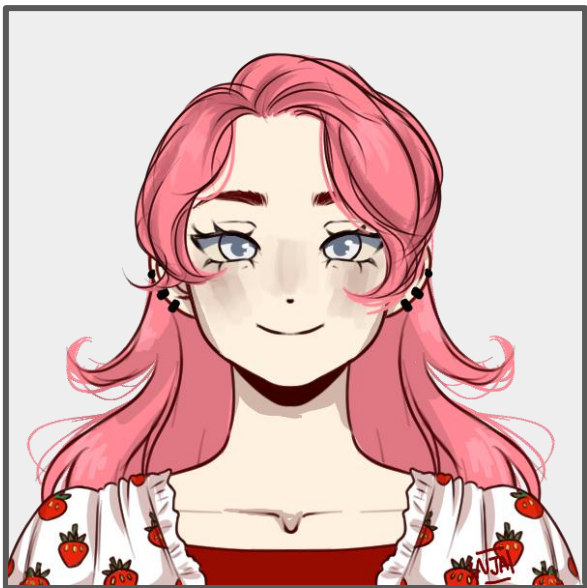
Goals

- He wants to make online donations easily, maintain a record of his contributions for tax-related purposes, and stay informed about the shelter's initiatives and achievements.

Frustrations

- He is concerned about the security of his financial information.
- He is not fluent in English.

Zulkefli is a retiree who has a deep love for animals. He enjoys visiting the shelter to interact with the animals and make donations to support their well-being. He also participates in fundraising events.



Jia Hui

Age: 29

Education: MSc in Marine Biology

Hometown: Damansara

Family: Single, lives alone

Occupation: Marine Scientist

“I need a furbaby to shower all my love with.”

Goals

- She is looking for a user-friendly application that allows her to browse available pets, view their profiles, and apply for adoption.

Frustrations

- She is concerned about the adoption process being too complicated or time-consuming.
- The animal shelter is quite far from where she lives.

Jia Hui is a youthful urbanite living in a compact city condominium. She has been pondering the possibility of adopting a pet, with a preference for a cat or a small dog, in order to enjoy their companionship and not feel so lonely.