

User Persona 1

Age

56

Location

Seattle, Washington

Work

Retired

Education

College Graduate in Early Elementary

Description

Betty is a retired woman in her mid-60s. She is intelligent but doesn't consider herself tech-savvy.

Devices

Primarily uses laptop (1 years old) for website use, uses iPhone (6 months old) when not on laptop. On her laptop she uses Google Chrome and on her phone, the default iOS Safari browser.

Hobbies

Gardening, being outdoors, taking hikes with her adult kids and husband, weekend traveler, loves to cook international cuisine.

Site Use

Would love to find a dog that is trained and maybe a little older. She's had dogs all of her life and would love a new addition that could keep up on hikes. She is drawn to larger breeds but isn't opposed to smaller dogs.



BETTY ANGELA

User Persona 2

Age

20

Location

Tacoma, Washington

Work

College Student

Education

In his final year of college

Description

Chris is a college student in Washington State. He is living with two roommates in a small apartment outside of campus. When he's not busy with school, he likes to go out with friends and play video games.

Devices

Primarily uses his Android (2 years old) for web-browsing. The only time he uses his laptop (3 years old) is when he is doing work for school. On his Android, he uses the default browser, Google Chrome. On his laptop, he uses Google Chrome as well.

Hobbies

Video games, playing the guitar, he is not an outdoor type.

Site Use

Chris would like to find a dog for the his last year in college. He is open to any kind of dog but likes golden retrievers since that is what he had growing up.



CHRIS MARCUS