

## Adopt-a-dog Website: User Persona

**Name:** Susan Breyer

**Age:** 20

**Gender:** Female

**City:** Bellingham, WA

**Relationship:** Single

**Occupation:** Full Time University Student

### Description:

- Susan is a 20 year old woman living in Bellingham WA while going to Western Washington University for a degree in Environmental Science.
- Currently living in a 2 bedroom apartment off campus with a roommate.
- She primarily uses her phone to access the internet, which is an iPhone 12 Mini from 2020 (iOS), but will sometimes use her 2019 MacBook Air (Mac).
- Looking for a small dog that will be easier to look after than most due to course work.
- Had dogs growing up.



### Wants:

- A simple website where she can easily see which dogs are available to adopt.
- Short descriptions and images of each dog.
- Articles that will help her with owning a dog by herself for the first time.

### Frustrations:

- Outdated information.
- Difficult to navigate websites.
- Not being able to start the adoption process online.
- Slow, unmoblie friendly websites.

### Quote:

- “I’ve lived with dogs my whole life, so since moving up here to go to college there seems to be a dog shaped hole missing in my life.”

**Name:** Mark McDonald  
**Age:** 34  
**Gender:** Male  
**City:** Seattle, WA  
**Relationship:** Dating  
**Occupation:** Nursing Assistant

**Description:**

- Mark is a 34 year old male currently working at the VA in Seattle as a Nursing Assistant.
- He currently lives in a townhouse with 2 roommates.
- On his off time he either likes to get outside for some hiking and photography, or likes to stay in and play games with his partner and friends.
- He just got Google Pixel 6 (Android), and primarily accesses the internet with his 3 year old Windows gaming desktop computer.
- He is fairly competent with technology, and mainly uses Brave (Chromium) on his desktop.
- Looking for his first dog.



**Wants:**

- A website that will help him figure out which type of dog will be best suited for him.
- A website that presents the information in a simple, non confusing way.
- He wants to see which dogs are currently available in his area.

**Frustrations:**

- Websites with too much information. As a first time adopter, getting too specific can overwhelm him.
- Non-scalable websites. While he mainly uses his desktop, his monitor is at a weird aspect ratio (32:9) and some websites don't scale well to that wide of a screen. He also hates when a website looks good and works well on a desktop, but not his phone.

**Quote:** "I've always wanted a dog since I was a little, and now I think is the time to start a new adventure in life as a dog owner!"