



User Personas

Adore

Pet adoption flow for animal shelters

For Adore, three user personas have been created. Their user stories and problem statements tries to focus on the user and indentify crucial pain points before going through ideation.

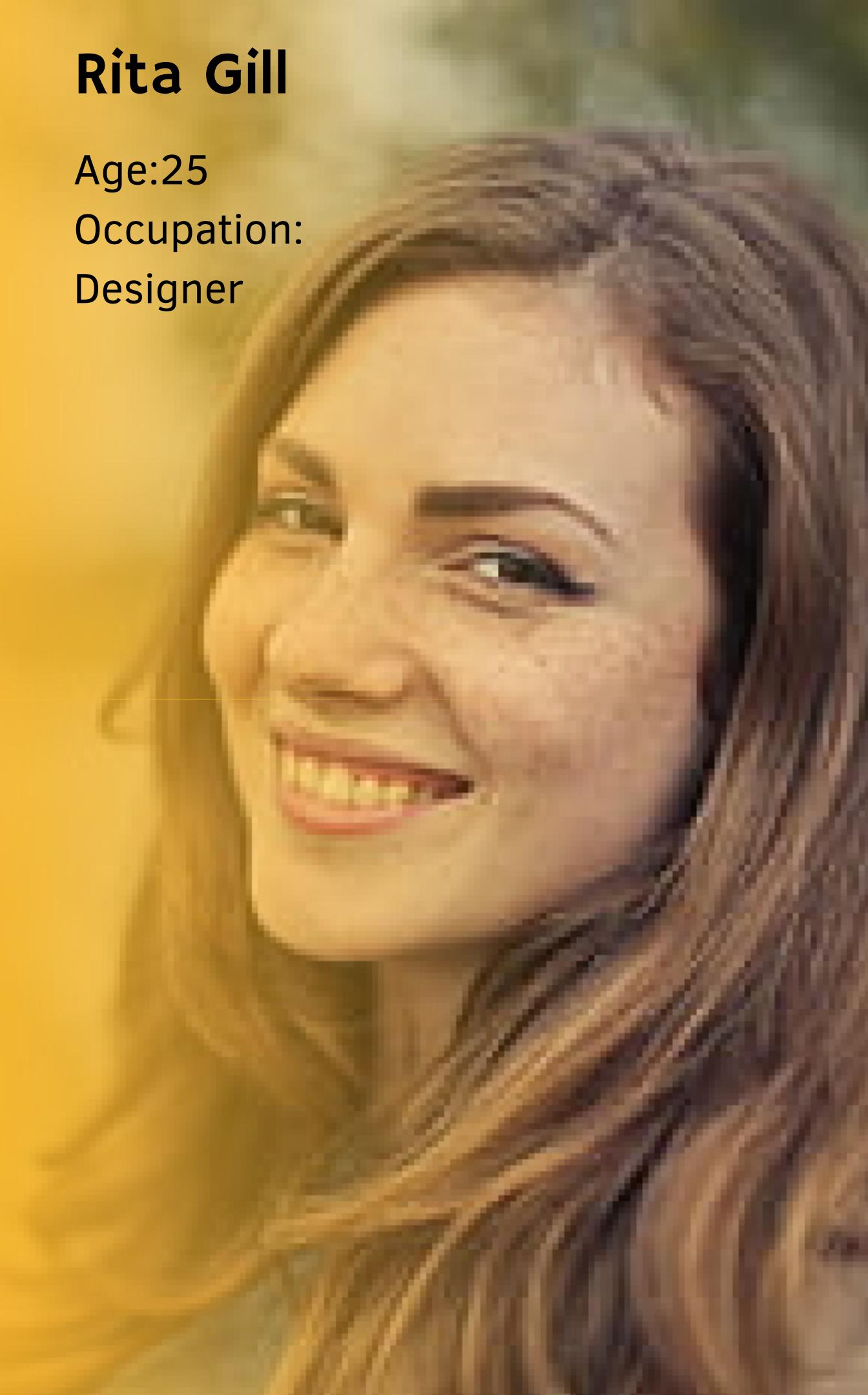


User Personas

Rita Gill

Ryan Hofstetter

Sonia Patel



Rita Gill

Age:25

Occupation:

Designer

"A dog is someone who will love you unconditionally and who you will love unconditionally."

Goals

- Adopt a dog and take care of it
- Contribute to society and volunteer for social service as much as she can

Frustations

- The animal shelter is very far from her home and she cannot travel there frequently to go through the adoption

Rita is a designer who loves her work. She always wanted to have a dog and was thinking of adopting one since long. She loves animals. She is a vegan. Additionally, her work place is pet friendly. She can't wait to adopt but is not clear about the process.

Problem Statement

Rita Gill is a Designer
who lives far from the local animal shelter
who needs to carry out most of the procedure online
because she wants to make a trip only to pick up her pet.

Ryan Hofstetter

Age:35

Occupation:

Computer

Engineer



"We can learn a lot from just having cats at home. They are lovely creatures and I want my daughter to grow up around one."

Goals

- Wants to adopt a cat
- Take good care of the cat to the best of his capabilities
- Wants a cat who is compatible with the surroundings and who will adjust properly

Frustations

- His work schedule is tight so he doesn't find time to visit an animal shelter
- He is unsure of the process

Ryan is married and has a beautiful daughter. He wants her to grow up with a pet around. He prefers adopting to buying a pet. He is willing to take good care of the animal but doesn't know how. He wants his daughter to find a friend in the cat.

Problem Statement

Ryan Hofstetter is a busy professional and a parent who wants the procedure of adoption to be hassle free because he wants to adopt a cat for his daughter and does not want to be tangled in the paperwork

A close-up portrait of a woman with long, dark hair, smiling warmly at the camera. She has a small stud earring in her left ear and a bindi on her forehead. The background is slightly blurred.

Sonia Patel

Age:50
Occupation:
Chartered
Accountant

“I adore hamsters.They are friendly.I would love to adopt but don't know how to go about the process”

Goals

- Wants to get home a small pet
- To make sure her pet has a comfortable home

Frustations

- She thinks the process will be time consuming
- She is not sure if the pet is compatible with her home

Sonia is an independent working woman. She is fond of hamsters. She plans on adopting one but is apprehensive about the process. She hasn't found time to adopt one. She needs someone who can guide her through the process.

Problem Statement

Sonia Patel is a CA who adore hamsters
who needs her pet to be compatible with her
homespace
because she does not want her pet to feel
uncomfortable

User Stories

Rita Gill

As a dog lover and designer,I want to go through a hassle free process to adopt a dog so that I can easily get a dog home as she can't visit the shelter often.

Ryan Hoffstetter

As a father and busy professional,I want to go through a adopt a cat and not get tangled up in a long process
so that his daughter can grow up around a pet

Sonia Patel

As a person who loves hamsters,I want to go through a adopt a hamster who is compatible with her homespace so that her pet can adjust to the new surrounding easily

User Personas

Get back to Adore to follow the rest
of the design cycle

