



**Bryan Lowry**      Hardware developer

**Age**                  28

**Status**                Single

**Educational Level**    Degree

**Languages**           English

(from google images)

## Description:

He spends a lot of time working on his computer and has a lot of experience working with them. However, he is looking to have a pet with him when he is home so that he has company. He needs to go to work for long periods of time, so the pet needs to be fine during that period.

## Expertise:

Domain expertise: High

Tech expertise: High

## Goals:

- Wants his own pet to keep him company when he is home.
- Needs the pet to be able to care for themselves while he is at work.

## Motivations:

- The idea of finishing the work he has to do drives him more.
- Working alone and being alone allows him to work better.

## Frustrations:

- Having to do a lot of extra chores at home



**Susan Pool** Veterinarian

**Age** 64

**Status** Married

**Educational Level** Degree

**Languages** English

(from google images)

### Description:

She has worked as a vet for over 20 years but is considering retiring soon. Her and her husband would like a pet that they can love and care for.

### Expertise:

Domain expertise: Low

Tech expertise: Low

### Goals:

- Retire and live the rest of her life happy with her husband.
- She Wants a pet to care for so that she is busy.

### Motivations:

- Having something to do at all times keeps her going.
- Being with her husband makes her happy.

### Frustrations:

- Has trouble navigating complex sites.
- She doesn't like to not have something she could be doing.



<b>George Mill</b>	Walmart
<b>Age</b>	18
<b>Status</b>	Single
<b>Educational Level</b>	High School
<b>Languages</b>	English, Spanish

(from google images)

### Description:

He has just graduated from high school and is looking into going to college. His parents said he can get a pet only if he pays for it himself, and he is willing to get one.

### Expertise:

Domain expertise: Decent  
Tech expertise: Good

### Goals:

- He wants to save up money for a pet he can care for..
- He wants to go to college and look into good colleges.

### Motivations:

- Being with friends and loved ones will make him happy.
- He likes to challenge himself.

### Frustrations:

- Hates to spend a lot of money