

PERSONA WORKSHEET

SKETCH THEM, ADD BIO & DEMOGRAPHIC DETAILS

This app will target anyone interested in adopting a pet.

Primarily users between 23 to 40 years of age these are people most likely to have adopted mobile technology in their everyday lives.

These users will also generally have their own place and working so they would have the ability to adopt pets.

BEHAVIORS & HABITS

People go to meet the animal before adoption

They are willing to travel to meet potential animals

Most want to know if the animal is healthy and traits

STORIES, SCENARIOS & FRUSTRATIONS

Frustration is that they have to go to a website which generally isn't the most user friendly

NEEDS / PROBLEMS / GOALS

native app to show nearby animals available for adoption

TIP: WHEN DIVIDING RESULTS INTO PERSONAS, SPLIT
BASED ON SIMILAR NEEDS & GOALS, NOT BEHAVIORS.