

User Persona 2 – Julia Caesar (Retired Senior)



Technology



Time Available



Capabilities



“Great for my needs and easy to use, even for someone my age who is only a little bit tech-savvy. I was easily able to register myself and pup and book my him in, all in the same day!”

INFO

Name: Julia Caesar

Age: 75

Occupation: Retired

Lives: Brisbane North

Dog breed:

Miniature Schnauzer

BIO

Julia is one of our elderly retired clients who in recent years had found great difficulty in dealing with the hassle of washing, grooming, walking and handling the needs of her pup Xavier.

REASON

I use the app as it's very easy to use, I like how it stands out against other apps I've seen on the market. Also the number of services Pet Plus offers is greater and cheaper than other options currently on the market. I can't do all the things I used to do, but with Pawful I'm able to make sure that Xavier receives all the love and care in the world while I'm in hospital or unable. I also like how simple and stylish the app is and the fact that Xavier is still able to run around freely with all the other dogs if I'm unwell.