

User Persona 3 – Matthew Ridley (Entrepreneur)



Technology



Time Available



Capabilities



"I am quite capable of caring for and grooming Bodie, but I regularly use Pawful playground services to allow him to socialise with other dogs, in a fun and interactive environment. I use grooming every 'blue-moon' to give him that extra bit of TLC."

INFO

Name: Matthew Ridley

Age: 45

Occupation:

Entrepreneur

Lives: Brisbane City

Dog breed: Great Dane

BIO

Matthew is a perfect example of a regular user. He's currently on extended leave and has decided to take a 1 year pit-stop here in Australia, using Brisbane as his main location of living. He usually books once or twice every month or two usually after a bit of travel/sightseeing around Australia.

REASON

I know Bodie always gets excited to see who else is going to be in the playground that day. Usually after a long and exhausting trip Bodie will still have bundles of energy, that's how i know it's time to make a booking. I love bringing Bodie home, energy all used up and smelling fresh, after a nice grooming session, ready for our next road-trip.