

- Top Target Persona

- Pet Owners/ Enthusiasts Shoppers

- Likes shopping in versatile marketplace for animals (looking for items at a mark down or unique creations by vendors)
 - Online shopper for personal clothing (lateral shift into animal products)
 - Domestic animal owner (forward pushing specific audience, allow for specific search of uncommon pets)
 - Free market enthusiast (likes to shop for rare finds)
 - Must shop at local shops for specific products(stressful experience, and includes long travel and no direct POS for online shippings in particular cases)
 - Shops for foreign pets that are legal (what if you wanted a hat for your ferret)

- Pet Item Seller

- Independent Seller for specific animal products (toys, clothing, chewables)
 - Reselling items that are not used anymore from your pet
 - Economically stimulating to rid of unused items (puppy items, old wearable medical products)

- Animal Enthusiasts (18 - 65+ years old) who online shops

- Financially aware users who shop online often
 - Users that prefer to shop online then to commute to stores
 - 80% of UWB students are 18-25 years old
 - Many civil people of society own pets
 - The number of pet adoption has risen immensely over Covid-19 period of time

References:

<https://www.statista.com/statistics/469184/us-digital-buyer-share-age-group/>

<https://techcrunch.com/2019/06/06/depop-a-social-app-targeting-millennial-and-gen-z-shoppers-bags-62m-passes-13m-users/#:~:text=didn't%20already%20give%20it,year%2Dolds%20registered%20on%20Depop.>

<https://www.washingtonpost.com/dc-md-va/2021/01/06/animal-shelters-coronavirus-pandemic/>