



Jessica Andrew

35, Seattle

• Status

Single

• Income

\$75K

• Job Title

Local Boutique
Owner

• ARCHETYPE

The
Entrepreneur

PERSONALITY

- Enthusiastic
- Encouraging
- Independent
- Knowledgeable
- Helpful

BIO

Jessica has been a local boutique owner in Seattle for the past 10 years. She focuses mostly on knitted hats and arrangements of coats, but has started to focus on dog and cat clothing as well. She has recently started posting her clothing products she created and does wear on Depop, and her sales has rocketed in the past year. Being a pet owner herself she loves to focus on giving her pets the best life possible and is seeking ways to better their environments and other animals alike.

On her off time, Jessica enjoys going to local shops and finding unique and hard to find items that you can't find on the internet.

Motivations

Personal Business



Socializing



Growth



Pet



Goals

- Growing and expanding boutique towards animal focused clothing
- Self-improvement, especially outside of work
- Spend more time with pets

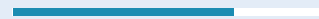
Frustrations

- Cost of living is high, and trying to tend to animals can be difficult
- Cultivating animal loving communities is hard w/o direct
- Obtaining animal products takes a lot of effort

“I love being creative and that what drives me to be the best for my business and my pets longevity”

Behavior

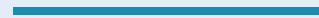
Tech Savviness



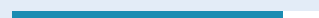
Business Skills



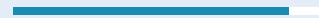
Sociable



Ambition



Visually Driven



Influences

- Pinterest
- Current Events
- TikTok
- Animals
- Animal Youtube
- National Geo.

Frequently used apps



Instagram



Depop



Pinterest



Andrea Michael

21, Los Angeles

• **Status**

Single

• **Income**

\$45K

• **Job Title**

Student

• **ARCHETYPE**

The Creator

PERSONALITY

- Enthusiastic
- Humanitarian
- Eager
- Diligent
- Cautious

BIO

Andrea is currently a university student studying to become a Administrative manager in the medical field. She still is in the first 2 years of her degree and working as a dog walker in her neighborhood. She herself has 3 pets, which consists of a dog, ferret, and a cat. She really loves to go to her classes and focus on her studies, but when she isn't doing so, She is playing with her pets and trying to find the next best items for her pets to use.

Her favorite past time is spending time with her animals and taking photos with them for her instagram account which grosses over 15k followers.

Motivations

Learning



Socializing



Growth



Pets



Goals

- Completing her degree and finding a good job
- Giving her pets the best life they can have
- Grow her social media page with her pets

Frustrations

- Some products are hard to find brand new are a cheaper price tag
- Supporting multiple animals is difficult to do as a broke college student
- Obtaining animal products takes a lot of effort

“I love to show and enjoy everyday with my dog, cat, and ferret. It's my joy to pursue what I love with my pets by my side”

Behavior

Tech Savviness



Business Skills



Sociable



Ambition



Shopping



Influences

- Pinterest
- Instagram
- Tiktok
- Animals
- Animal Youtube
- Twitter.

Frequently used apps



Instagram



Depop



Pinterest