* 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:

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