



Yana

Age: 47

Education: B.A in Graphic Design

Hometown: Lives with her spouse

Family: and two children

Occupation: Work from home
graphic designer

“My kids won’t stop begging for a dog, hopefully getting one will keep them busy!”

Goals

- To have enough time and energy to take care of herself, the house, and the kids
- To teach her kids about responsibility and ownership.

Frustrations

- How will she know which pet is right for her family.
- “I don’t have the time to be picking up after a pet constantly, I already have two children”

Yana lives a flexible lifestyle working from home and raising two children. She typically starts work at 8 and pauses at 3 to pick up the children before resuming work after they are back home. Yana notices that the kids have a lot of energy after school (often running around in their yard) and want her attention. Since they have been asking for a pet she hopes that one will keep them occupied and get their energy out.

Persona: Yana

Goal: Adopt a pet that is active and fits in well with the family and kids.

ACTION	Talk to family about pet preferences	Download app	Filter through pets	Visit pets at the shelter	Post pet care
TASK LIST	A. Get the whole family’s opinions and wants B. Decide where to adopt from	A. Create profile B. Browse app	A. Filter based on animal, age, personality, and lifestyle B. Choose which pets the family likes C.Decide to visit the shelter	A. Browse and meet the pets the family saw online B. Meet pets they didn’t see online C. Decide on which one to adopt	A. Buy all pet supplies (leash, bowl, toys) B. Learn how to care for pet from shelter staff C. Decide whether to purchase training program
EMOTIONS	Overwhelmed with everyone’s wants and the adoption process	Endearment at all the cute pets	Confused about the different options and which one is the best fit	Overloaded from interacting with many different animals with young children	Excited about a new pet Worried about all the new work and training
IMPROVEMENT OPPORTUNITIES	Ads or social media posts that educate about adoption	Updated pet inventory so they can see pets based on availability	Include a wide variety of clear and concise filter options and filters for family and activity levels	Book appointments through app for shelter staff to help meet pets in an organized manner	Easy to understand written and video instructions for caring for and training a pet in the app