



## Abraham

**Age:** 26

**Education:** B.S in Finance

**Hometown:** Downtown Dallas

**Family:** Single, lives alone

**Occupation:** Investments at a  
Financial Firm

*“I want a fluffy buddy to come home to every day”*

### Goals

- To secure a promotion within the next 6 months.
- To create a healthier work life balance and bring more fun into his day to day life.

### Frustrations

- Pets require a lot of attention and he is often too busy.
- “Most days I just want to relax at home, not exercise outside with an energetic animal”

Abraham lives a busy life working for a large financial firm with a demanding work schedule that often requires him to stay late or come in on weekends. Abraham lives alone but often has friends over to watch movies on the weekends. He is looking for an animal companion to keep him company when he is at home and to bring him comfort after a stressful day at work.



## 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.