

## Adoptadog User Persona

### Names

Brooke and Dylan

### Occupations

Service Industry and Tech

One or both work from home or have a variable work schedule

### Demographics

Young professionals 25-35, College educated, caucasian, unmarried.

### Environment

Tech savvy. Each own a smartphone and also own a laptop/desktop, but that may be primarily used for work, Chrome is trending much higher than the other top browsers. Smartphones are the primary drivers for them. No trend between iOS and Android.

Cohabiting renters, observe social distancing.

Live in the north end of Seattle.

### Goal of Adopting a dog

Giving a stable and safe home to a dog in need. Getting more activity themselves. Avoiding the cost and time commitment when buying from a breeder.



### Quote

*"Adopting a dog is a win for everyone. We give a dog in need a great home while supporting a local business providing a much needed service to the community. And the dog gets us out of the house!"*

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## Adoptadog User Persona

### Names

Grady

### Occupations

Manager

### Demographics

30-40 male, college educated, + additional two-year degree, unmarried, caucasian

### Environment

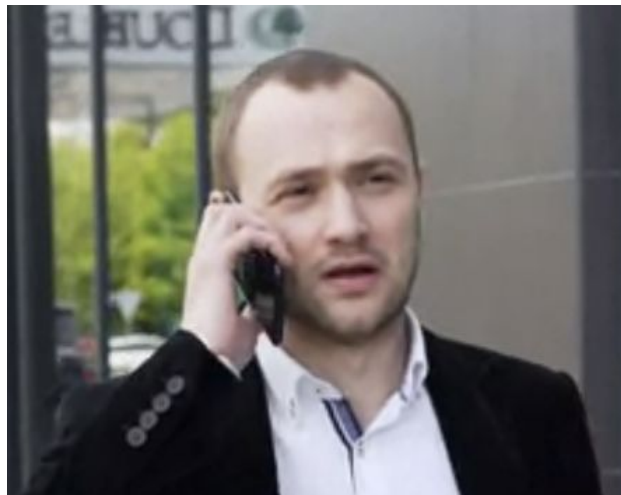
Tech savvy. Uses smartphone, tablet and laptop daily. Chrome trends among browsers. iOS for smartphones, Safari for tablet. Tablet usage peaks outside of normal work hours, typically evenings and weekends.

Pre-pandemic, member of a gym and athletic clubs. Post pandemic, social distance outdoor gatherings a few times a month, less observant of social distance guidelines. Weekly virtual meet-ups.

Condo owners. South Lake Union, Bellevue

### Goal of Adopting a dog

A way to keep active and social post pandemic. Preview potential dogs to adopt on mobile device. Learn the process of pet adoption.



### Quote

*"I think it's a great time to adopt a dog. I can give the dog a good home that will provide the attention they need and get us exploring the great outdoors."*

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## Adoptadog User Persona

### Names

Christina

### Occupations

Health diagnosis, treatment practitioner

### Demographics

30-35 College educated with additional medical degree/training, female, asian, married

### Environment

Tech devices: Smartphone w/ iOS and Safari. During work hours primarily laptop usage with Firefox browser. Tablet with iOS and Safari/Chrome evenings and weekends. Laptop with Chrome and Safari browsers evenings and weekends

Social: Virtual events. Small outdoor family/friend gatherings.

Geographic: North Seattle, Laurelhurst, Bellevue, home owner.

### Goal of Adopting a dog

Build a home life with new dog related activities. Additional home companion. Be able to use any web enabled device to search for the right pet. Use site as a resource that prepares her to have a dog. Put down additional roots.



### Quote

*"I had a dog growing up. And now that I have a place of my own, it's a great time to adopt."*

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