

Milestone 2 - Pet Adoption Project

1. Personas

Emily, The Caring Family Mom

Age: 35

Location: Glastonbury, CT

Occupation: Elementary School Teacher

Goals: Find a loving dog for her children.

Frustrations: Sites with confusing forms or no family-friendly pet filters.

Tech Skill: Intermediate – uses apps often.

Backstory: Emily wants a calm dog for her young kids. She values safety and trust in the adoption process.

Marcus, The Lonely College Student

Age: 21

Location: Storrs, CT

Occupation: College Student (UConn)

Goals: Adopt a cat to keep him company.

Frustrations: Sites that don't display temperament clearly or require long forms.

Tech Skill: Advanced – comfortable navigating web apps.

Backstory: Lives alone, wants an emotional support animal but needs an efficient, easy adoption flow.

Laura, The Retired Volunteer

Age: 67

Location: Middletown, CT

Occupation: Retired Nurse

Goals: Help out by volunteering and occasionally fostering.

Frustrations: Poor accessibility design; cluttered UIs.

Tech Skill: Basic

Backstory: She checks the site weekly to update info and foster when needed.

Ryan, The First-Time Pet Owner

Age: 28

Location: Hartford, CT

Occupation: Graphic Designer

Goals: Find a hypoallergenic dog.

Frustrations: Overwhelmed by choice, wants smart recommendations.

Tech Skill: High

Backstory: Lives in a small apartment, needs clarity on pet requirements and care needs.