

### **Adopt-a-dog User Profile**

Sam, an early 40's active female who lives alone in a studio apartment. While, she does not have a yard, she plans on getting more exercise for herself by getting a dog.



Sam works full time, primarily from home but does visit the office occasionally. Sam likes to travel, hike, do yoga and in her downtime watch television.

Sam has a laptop through work, a personal laptop and a smart phone. All devices are windows or google based. All devices are less than 2 years old, and Sam has easy access to internet. Sam does a lot of her shopping on line, but also likes to go out to shop.

Sam has been considering getting a dog as a companion for quite some time and spends quite a bit of time on pet adoption websites looking for the perfect fit.