Empty Nester

"Are you hungry? When did you last eat? I just made some cookies!"

Name:	Debbie Conrad
Gender:	female
Age:	52
Occupation:	Dental Office Receptionist
Education:	associates degree from local community college
Activities & hobbies:	baking cookies, sewing
Other details:	Mother of three sons, the last has recently moved out of state for college. Her husband travels a lot for work.
Motivation:	Debbie would like to find a dog for companionship. She is looking for a dog that is low-key and low-impact. A small to medium sized dog who is older than 3 years old.
Devices:	Debbie is fluent with an iPhone, she uses a desktop computer for paying bills, and mostly uses her tablet (iPad) in the evening when she is relaxing at home and playing games or browsing the web.
Browser:	Debbie uses whatever browser was installed on her device. She does not will-ingly update her browsers unless a site or app no longer works with her system.
Internet browsing time:	about 2-3 hours a day
Use of the site:	Debbie wants to see the dogs that are available for adoption. She is also inter-ested in the experts advice on how to best raise a dog and what she should be aware of in terms of cost associated with raising a dog.

Tech Savvy Outdoorsman

"Code is better written with a cold brew in one hand."

Name:	Pete McMasters
Age:	31
Occupation:	Front End Web Developer
Education:	bachelors degree in web development
Activities & hobbies:	hiking, biking, coding, craft brewing
Other details:	Newly promoted to Senior level web developer. Making a higher salary with his new promotion
Motivation:	Pete is ready to share his life and build a relationship with mans-best-friend. He wants to train the dog for outdoor activities, like running and hiking.
Devices:	Pete uses the newest iPhone, Mac laptop, and iPad. Pete uses his laptop mostly for work and coding, he's on many different browsers. Pete usually uses his smartphone for browsing when he is away from the home/office and sometimes he will take his tablet with him. He browses for fun mostly mostly using his smartphone.
Internet browsing time:	4-5 hours a day
Use of the site:	Pete is looking for a young dog that has lots of energy, so he's looking for a specific age range, and a dog that trains well. Pete is looking for training resources as well. He likes taking care of all his business in one stop, so being able to pay for the adoption process and communicate via the web site is ideal.

Educated Activist

"Literature opens the mind to possibilities unimagined."

Name:	Diane von Freidrich
Age:	45
Occupation:	Librarian and animal rights advocate
Education:	masters in library science and research
Activities & hobbies:	reading, walking, book clubs
Other details:	Diane enjoys community outreach to help educate others on animal rights. She is very active in the community and travels mostly within a 50 mile radius
Motivation:	Diane is looking for a small canine companion to accompany her on daily community interactions. She needs a dog that is well-behaved.
Devices:	Diane uses an eReader for some reading. She has a smartphone, but doesn't use this for anything other than texting or calls. Most of Diane's research is done through her desktop computer at her home office. She does not have a tablet.
Internet browsing time:	1-2 hours a day (staring at a screen gives her a headache)
Use of the site:	Diane will be using the site for thorough research on types of dogs appropriate for her needs. As well as what dogs need for daily care.