**Purpose of the site**: To match dogs with good people who want to adopt

**Goals of the site**: To find good homes for dogs and to give tips on good dog care

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User

**Age**: 30

**Gender**: F

**Relationship status**: Engaged

**Education**: BA in Cultural Studies

**Work Experience**: 10 years as a stand-up comic/comedian/writer on a hit TV show

**Purpose for coming to the site**: She and her long-term partner are ready to raise a dog together

**Access**: Being averse to becoming hooked on her phone, she tries to stick to her laptop more often for matters of serious consideration, but she is not a stranger when it comes to navigating websites and using apps on her phone. When it comes to considering dogs, she will most likely access it from her laptop at home or in other environments of leisure such as a cafe or the library. Being a comedian and writer, she is always carrying a notepad and pencil to jot down her latest idea or observation.

**Technological Devices**: She is skilled at using all types of devices. She has a two year-old Android, uses a MacBook Pro, and has an iPad mini from which she listens to podcasts. She still carries around her iPod Classic which can carry 160GB worth of music. More often than not, she uses her laptop to navigate the web.

**Software/Applications**: She uses Microsoft Suite, all things Google, and reliable, safe things are a plus.

**Web browsing time/day**: About 4 hours a day

**Needs**: She likes to be informed and needs to get inspiration for her writing and comedic material, so she is constantly reading the news and looking for wacky content. She also likes to avoid crowds and likes to buy things on the Internet.