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| **Persona:** | Persona for the Adopt-a-Dog website |
| **Photo:** |  |
| **Name:** | April Smith |
| **Occupation:** | Advertising Manager |
| **Demographics:** | * 35 years old * Single * Has a MA in Marketing |
| **Activities:** | * Walking * Reading * Traveling |
| **Other Details:** | * Doesn’t spend much time at home, owns a 1-year old phone and a 3-year old computer * Mostly uses her phone for work and personal use * April is a single female who is looking for a dog that will accompany her when she goes for her walks and a cheerful friend that greets her when she returns from her travels. |