

Juncheng Yang
"I want an easy app to help me feed my dog."

Personal Data

Age: 72

Pet: Dog

Accessibility: Dyslexia, memory deficit

Work: retirement

Family: married, two daughter and one son

Location: Hubei, China

Character: Careful, warm-hearted

Bio

She always forget routines like feeding or walking the dog because of memory deficits. Moreover, when her dog looks sick, she can only ask her busy daughter for help. Her dyslexia makes it difficult to find some useful information online. So, She is eager to have an app that can remind her to do routine like work the dog and can easily find some suggestions of common abnormal condition of dog.

Goals

- Reminder to do routine job for dog.
- A place that find dog health advice easily.
- Options for a bigger font.
- A simple app that easy controls.

Frustrations

- No one remind her to do routine job for dog
- Difficult to find out how to deal with abnormal condition of my dog.
- Can not understand complex information on the smartphone and can not determine whether the information is valid or not.
- Can not read small words on the phone.


Technology capability

website ★ ★ ★ ★ ★


Software ★ ★ ★ ★ ★

Mobile Apps ★ ★ ★ ★ ★

Favorite phone brand

 HUAWEI

Favorite app



Preferred channels for ad

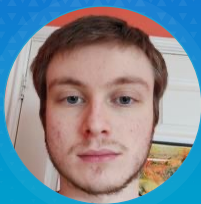
Traditional Ads(TV, newspaper...) ★ ★ ★ ★ ★

Online & Social Media ★ ★ ★ ★ ★

Referral ★ ★ ★ ★ ★

Guerilla Efforts & PR ★ ★ ★ ★ ★

1



Ethan Holland
"What technology brings to real life is exciting!"

Personal Data

Age: 21

Pet: Non

Accessibility: Color-blindness

Work: Software Engineer

Family: Mother, Father, Brother

Location: Telford, Shropshire

Character: Team-Worker

Bio

Ethan have always wanted a dog for my own, but usually struggle to find anywhere to look up how to take care of, there never seems to be one place that has all the information. It makes the process of deciding whether he want a dog more confusing, as different places will often describe different ways to look after a dog. Ethan would like for there to be an app that can accomplish this, as well as having a colour blind mode to help with his vision issues.

Goals

- Lots of information about how to look after a dog
- Information from reliable sources
- Colour blind option

Frustrations

- Difficulty finding the right information to look after a dog
- Red-green colour blind issues that could make the app unusable
- Not knowing the amount of food to feed the dog


Technology capability

website ★ ★ ★ ★ ★


Software ★ ★ ★ ★ ★

Mobile Apps ★ ★ ★ ★ ★

Favorite phone brand

 HUAWEI

Favorite app



Preferred channels for ad


Traditional Ads (TV, newspaper...) ★ ★ ★ ★ ★

Online & Social Media ★ ★ ★ ★ ★

Referral ★ ★ ★ ★ ★

Guerilla Efforts & PR ★ ★ ★ ★ ★

2



Shadha Almaskari

"your thoughts are your reality"

Personal Data

Age: 20

Pet: Cat

Accessibility: No

Work: Accounting and Finance student.

Family: Single

Location: Birmingham, UK

Personality: Social and Outgoing.

Bio

She recently adopted a cat, and she wants to provide the cat with the care, food, and love it needs. In addition, she wants to train her cat, but she has no background in cat training. Although she is a university student and her schedule is busy, she likes to make time for the cat to take care and play with it.

Goals

- Making sure the cat is well fed and taken care of.
- Giving the cat as much love and care.
- Training the cat to be gentle and to know where the potty is.

Frustrations

- Cleaning out the litter box.
- When their fur goes all over the place.
- Forgetting when are the meals times because of my busy schedule.
- When the cat tries to rip out the furniture.

Technology capability

website ★ ★ ★ ★ ★

Software ★ ★ ★ ★ ★

Mobile Apps ★ ★ ★ ★ ★

Favorite phone brand

Apple

Favorite app

TikTok Instagram WhatsApp

Preferred channels for ad


Traditional Ads (TV, newspaper...) ★ ★ ★ ★ ★

Online & Social Media ★ ★ ★ ★ ★

Referral ★ ★ ★ ★ ★

Guerilla Efforts & PR ★ ★ ★ ★ ★

3



Shaikhah Alkindi

"having an app that helps dog owners to take care of them daily is a life saver"

Personal Data

Age: 21

Pet: Dog

Accessibility: No

Work: Student, Biomedical Science

Family: Father, Mother, 6 Siblings

Location: Al Fujairah, United Arab Emirates

Character: Caring

Bio

Since Shaikhah raised multiple dogs, she found it difficult to apply the same training for dogs of different breeds. she had to find resources online and in person to train my dog, but sometimes their methods were contradictory, and they weren't reliable. Shaikhah believe it would be useful to have an app to remind you of your daily chores (feeding, walking, etc.) towards your pet and provide reliable information.

Goals

- How to effectively train my dog.
- Sections that specialise in different type of trainings ex. Guard Dog, Shepperd, Police Dog.
- How to understand dog behavior.

Frustrations

- Forgetting dog's annual check-up/Vet visits.
- Not knowing how to take care of a pregnant dog.
- Not knowing what type of food is depending on the age of the dog.

Technology capability

website ★ ★ ★ ★ ★

Software ★ ★ ★ ★ ★

Mobile Apps ★ ★ ★ ★ ★

Favorite phone brand

Apple

Favorite app

Instagram

Preferred channels for ad


Traditional Ads (TV, newspaper...) ★ ★ ★ ★ ★

Online & Social Media ★ ★ ★ ★ ★

Referral ★ ★ ★ ★ ★

Guerilla Efforts & PR ★ ★ ★ ★ ★

4



Marian Ungurean

"I want to relax after a stressful day by looking at playful pets."

Personal Data

Age: 24

Pet: Non

Accessibility: No

Work: Sales Associate

Family: Sister, Mother, Father

Location: Cluj-Napoca, Romania

Character: Active and interested

Bio

After being a student for so long and not being able to have any dogs in his accommodation, Marian has finally moved into his own place. While he always loved dogs, he finally decided on getting a husky as my pet as they are active, playful and they always bring joy to his day. He would love this kind of app as he always wants to learn more information about pet owning and would need an app made for that specific purpose.

Goals

- He likes to relax by reading information about his pet and pet owning
- Advice on raising a dog would be helpful as he never raised one himself
- Finding other people to talk about pet owning

Frustrations

- Don't like to be tracked and would love some privacy features
- Not having the ability to get recommendations in the app
- He feels uncomfortable because the pets posted are being exploited for profit.


Technology capability

website ★ ★ ★ ★ ★




Software ★ ★ ★ ★ ★

Mobile Apps ★ ★ ★ ★ ★

Favorite phone brand



Favorite app

Preferred channels for ad

Traditional Ads(TV, newspaper...) ★ ★ ★ ★ ★

Online & Social Media ★ ★ ★ ★ ★

Referral ★ ★ ★ ★ ★

Guerilla Efforts & PR ★ ★ ★ ★ ★