

### **Persona 1 – New Pet Owners:**



New pet owners are typically young couples who are looking to build responsibility and feel as though a pet is a good stepping stone for that. They are looking for a pet that is relatively easy to manage and extremely friendly. They don't mind if the pet is trained or untrained, as without a child they have the time and the patience to train a new pet.

### **Persona 2 – Current Pet Owners:**



Current pet owners are typically middle age/older couples/families who are looking for another animal to add to their household, or they previously had an animal and are looking for another one to fill the void that was left. They prefer not to have to deal with the hassle of training and want a laid-back pet to comfort them in their older years.

### **Persona 3 – People Who Want to Look At Cute Pictures But Not Adopt:**



These are the typical college age/young kids that are on pet adoption websites because they would love to adopt a pet but either aren't old enough or aren't in the situation to be

able to adopt a pet. They love looking at the cute pictures and imagining themselves adopting a pet.

**Persona 4 – Families Looking to Adopt (with Children):**



These are families with children who are looking to bring a pet into the family. They need to find a pet that is extremely friendly and clicks really well with children. They also would want a low-key pet that isn't too much of a hassle for them to handle on top of the usual demand of family life.