Persona: Layla

Goal: Adopt a small cute pet for her family.

ACTION	Research different pet breeds	Enquire animal shelters	Visit the chosen animal shelter	Adopt desired pet	Take care of the adopted pet
TASK LIST	A. Collect information of pet breeds from people B. Consult friends and families who have pets C. Search online	A. Gather details of nearby animal shelters from people. B. Browse animal shelter websites. C. Call/email different animal shelters.	A. Interact with shelter staff B. Interact with pets. C. Decide the pet to adopt based on desired criteria.	A. Ask for guidance from shelter staff on ways to take care of the chosen pet. B. Perform necessary steps for adoption. C. Take pet home.	A. Visit pet stores to buy food, toys & playgrounds for the pet. B. Frequently contact vet specialists for guidance on ways of preventing diseases. C. Take care of pet.
FEELING ADJECTIVE	• Excited • Nervous • Uncertain	• Overwhelmed • Glad to find a good shelter with cute animals.	• Excited • Overwhelmed • Nervous • Glad	• Excited • Nervous • Uncertain	• Happy • Nervous • Love
IMPROVEMENT OPPORTUNITIES	Create an app that contains a collection of pets and their various characteristics	• Create app of animal shelters. • App contains detailed info about each pet & their conditions. • Regularly update adoption criteria. • Integrate a way to connect with pets before visiting shelter.	• Integrate an easier way to communicate availability info with potential adopters. • Have a system to coordinate potential adopter's visit.	• Have system that builds connection between people and pet before adoption. • Provide proper guidance for post-adoption. • Provide information on what to expect on adoption day.	• Integrate a forum that connects adopters with vet specialists and shelter staff for subsequent guidance on taking care of adopted pets. • Integrate an ecommerce platform for purchase of pet items.