**Week 4: Assignment – Know Your Audience – Model User Statement**

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WEBD 480 – 81

Kathleen Hyde

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| **Name:** | John |
| **Age:** | 30 |
| **Occupation:** | Junior Web Designer |
| **Income:** | $40,000 |
| **Lifestyle:** | Active (weightlifting, jogging, hiking) |

*“I was recently able to move into my own house by myself for the first time in my adult life. I want to get a dog to keep me company and go on exciting adventures with me! I’m also home a lot more because of the current world situation; I want a companion, so my house feels less lonely. I want to support a local shelter and also do events with them as thanks for helping me find my best friend.”*

**Typical Day**

John gets up every morning around 6am. He makes his bed and then goes to the kitchen to make himself breakfast along with his lunch for the day. After eating breakfast, he will do a workout for 45 minutes – he will either go on a jog, a bike ride, or he will do weightlifting. Afterwards, he will get ready for work. Because of recent events, he is working from home, so he currently does not have a commute. He will sit at his desk and work all morning until about noon, making sure to get up every hour for about 10 minutes. At lunch, he bikes to his favorite coffee shop to have lunch and get out of the house. He will return home and work until about 5pm, prepare dinner, and unwind by either playing video games, watching a movie, or going for a walk (he would also hang out with friends sometimes, but he hasn’t done this as of late). He goes to bed around 10pm.

On the weekends, he likes to garden, go on hiking trails, or volunteer in his community. He also works with some big brother/big sister programs.

**Motivations**

* He wants a pet to keep him company while he’s working from home.
* He wants a pet to go hiking, jogging, or do outside activities with.
* He wants to give back to his local animal shelter and find another opportunity to volunteer or donate his time or money.

**Pain Points**

* While he is working from home right now, he fears he will go back to his regular hours at the office, leaving less time for he and his dog.
* He wants to be sure that any time or money he volunteers and donates will be going to a community service, and not a corporation.

**Needs**

* A local shelter to find his pet and to donate to/volunteer.
* A site that can help him quickly get these needs.

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