



AGE 21

GENDER Female

OCCUPATION Student

TECH LITERATE High



I want to adopt a pet, but I need to make sure it's the right fit for my lifestyle. Having all the health records and personality details in one place would help a lot.

Bio

Emily is a 21-year-old computer science student with a passion for technology and animals. She has been considering pet adoption for a while but wants to ensure she finds the right fit for her lifestyle. Since she spends a lot of time coding and studying, she prefers digital tools that simplify pet care. Although she hasn't adopted before, she has experience with pets and understands the importance of responsible ownership. She's looking for a platform that provides all the necessary information in one place.

Core needs

- Accurate and detailed pet profiles with health history, personality traits, and photos/videos.
- A pet care tracker with reminders for vet visits and vaccinations.
- Seamless communication with shelters via in-app chat or email.

Frustrations

- Incomplete health records for adoptable pets.
- Long and complicated adoption processes with excessive paperwork.
- Difficulty keeping track of vaccination and medical history after adoption.
- Limited visibility for less popular pets, making it harder for them to find homes.
- Lack of a community for adopters to ask for advice and share experiences.