

Scenario - Bob

Bob had spent over two decades as a veterinary technician, mastering his craft and caring for countless animals. He had always been surrounded by pets at the clinic, but now, at forty, something had changed. Lately, his home felt quiet—too quiet. He longed for companionship, the kind that wagged its tail at the door when she came home.

His neighbor had a golden retriever, a young, playful dog with a temperament that made everyone smile. Every time Bob saw the dog bounding around the yard or resting calmly at his neighbor's feet, he felt a twinge of longing. He had worked with plenty of golden retrievers at the clinic—loyal, gentle, and smart—and had always admired how easily they bonded with people. That was what he needed, he realized: a dog of his own, one he could raise from puppyhood and watch grow, shaping its personality and sharing his life with.

With over twenty years of experience as a veterinary technician, Bob knew he was more than equipped to care for a young dog. He had treated every ailment and seen every behavior under the sun. More importantly, he had the patience and knowledge to guide a puppy into adulthood, instilling good habits and nurturing its playful, loving nature. Plus, with his savings, adopting a pet would be no financial burden. But he still wants a general idea of the expense of adopting each pet.

Bob imagined the little bundle of fur, full of energy and curiosity, scampering through his home. He could already see the long walks they'd take together, the training sessions, and those quiet moments where the dog would rest its head on his lap, bringing warmth and comfort.

Bob smiled to himself. It was time. He had spent his life caring for other people's pets, but now he was ready to bring that love home. He opened up a pet adoption website to view pictures of pets he liked. He wants to schedule a open house with lovely goldens to see if they get along with each other.

Scenario - Heather

- Heather opens the pet adaption website.
- Heather registers an account using her personal information on the page.
- Heather fills an application to adopt a pet, she indicated in the form that she wants to adopt more than one if she could.
- Heather is approved to adopt one/more(?) of the pet(s).
- Heather browses all available pets and selected one/two of them.
- Heather waits for approval.
- Heather goes to the place to pick up the pet(s).

Scenario - Dorothy

DOROTHY VISITS THE PET ADOPTION WEBSITE ON HER LAPTOP.

SHE NAVIGATES TO THE HOMEPAGE AND IS GREETED BY A LARGE, CLEAR BUTTON THAT SAYS "BROWSE PETS."

WHEN BROWSING, SHE HAS THE ABILITY TO FILTER BETWEEN "DOGS" AND "CATS," WHERE SHE CHOOSES CATS BECAUSE SHE WANTS A LOW-MAINTENANCE COMPANION.

AFTER CLICKING ON A PICTURE OF A CAT NAMED **MITTENS**, DOROTHY READS A SHORT DESCRIPTION OF THE CAT'S AGE, TEMPERAMENT, AND CARE NEEDS. SHE SEES THAT MITTENS IS CALM AND WELL-SUITED FOR SENIORS, SO DOROTHY DECIDES TO START THE ADOPTION PROCESS.

A "START APPLICATION" BUTTON IS EASY TO FIND, AND SHE CLICKS IT.

THE APPLICATION FORM IS SIMPLE, ASKING ONLY FOR ESSENTIAL INFORMATION LIKE HER NAME, PHONE NUMBER, AND ADDRESS. DOROTHY FILLS IT OUT SLOWLY, CHECKING EACH FIELD CAREFULLY. WHEN SHE REACHES THE END OF THE FORM, SHE CAN SIMPLY SUBMIT AND CLOSE OUT OF THE WEBSITE.

AFTER SUBMITTING, DOROTHY RECEIVES A CONFIRMATION MESSAGE THAT HER APPLICATION HAS BEEN SENT, ALONG WITH A PHONE NUMBER TO CALL IF SHE HAS ANY QUESTIONS. SHE FEELS RELIEVED THAT THE PROCESS WAS STRAIGHTFORWARD AND MANAGEABLE WITHOUT REQUIRING MUCH

Scenario - Jasper

Jasper Finchley, a 28-year-old freelance artist in NYC is sitting in his cluttered home studio, surrounded by paintings, drawings, and art supplies, and innumerable unfinished pieces. Jasper feels isolated and lonely despite living in such a lively city as his family lives far away in his home country of Portugal. He is intimidated by the idea of going out to meet new people because his English is not the best. For this reason, he is considering adopting a pet but worries that his landlord's strict rules may prevent this from happening.

He decides to visit an online pet adoption website, and scrolls through listings, filtering options based on size, type, and breed. He looks at small dogs and cats, taking careful look at information like whether the animal is hypoallergenic, if they shed, and most importantly how far away they are from his home.

He eventually decides on a bird and that a pet parrot would be the perfect companion. He believes it would be the right addition to his apartment, matching his artsy vibe, appeasing his landlord, and still small and gentle enough to avoid ruining his art. He begins the adoption process, creating an account on the website, fills out his personal information, and looks through a search filter for nearby shelters where the perfect bird may be awaiting him. Once he finds the right one, he is connected directly to the line for the shelter, which is a collaborator on the website. Through the site they conveniently have access to the information he has already filled out, and the experience is perfectly streamlined. Once he is off the phone, he completes the transaction and paperwork all on the website, and he has a date to go pick up his new parrot.