

Bob

Age: 40

Salary: \$100K -120K

Experience: veterinary technician
for 20+ years

Patience



Allergic to Fur



Budget



Personality & Involvement

Empathetic: Bob has deep understanding of animals' emotions and needs. often volunteers at local shelters and can't resist comforting a scared dog or cat.

Advocative: Bob is a strong advocate for animal rights and is always sharing information about adoption events on social media to encourage others to adopt rather than shop.

Optimistic: Bob believes in the power of second chances and is always hopeful that every pet can find a loving home.





Heather Thompson

Bio

Heather is a mother of 2, she works at a local coffee shop. Both her daughters and her likes animals, and her husband support them. Heather works 6am to 2pm and her husband works 10am to 6pm. She prefer to have a dog while her daughters prefer to have cats. And her husband wants a raccoon.

Motivation

- Thinking to adopt about 2-3 animals.
- Just cats and dogs, no raccoon.(She thinks that is too much.)

Frustration

- She doesn't like to fill out the same form multiple times.

About

Age : 30-35

Salary: 45k – 50k

Location: New England

Dorothy



ABOUT DOROTHY

AGE: 70

CAREER: NURSE (RETIRED)

LIFESTYLE: LIVES ALONE

NOT TECHNOLOGICALLY PROFICIENT

EMPATHY



COMPASSION



PATIENCE



TRAITS

- DOROTHY LIVES ALONE, SO SHE HAS BECOME QUITE LONELY OVER TIME.
- HAVING SPENT MUCH OF HER LIFE CARING FOR OTHERS, DOROTHY IS NATURALLY NURTURING.

SIMPLICITY



SPEED



ACCESSIBILITY



DESIRES

- WITH HER LACK OF TECHNOLOGICAL PROFICIENCY, DOROTHY WANTS A SITE THAT IS ACCESSIBLE AND EASY TO BOTH UNDERSTAND AND USE.

Jasper Finchley

Bio:

- Jasper moved to NYC from Portugal to pursue his passion for art. He has a roommate only to afford an apartment and is having trouble finding friends. He spends a large portion of the day in his home studio working on his art, and longs for some company in the form of a pet. However, it needs to be something that would be allowed by his landlord.

Goals:

- To find the perfect pet / companion to spend time with every day

Frustrations:

- Though he knows some English, the language barrier is giving him some trouble communicating his needs to local pet stores
- Most pet stores do a background check before allowing someone to adopt a pet, which he worries may prevent him from finding one as he knows very few people in the country

Motivations:

- Price: He is an artist and doesn't have the budget for an expensive pet



Age: 28

Work: Freelance Artist

Family: Lives alone with a roommate

Location: NYC, New York

