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**John**

User Persona

About:

John is a student at a local university. He is passionate about sneakers, working out, and his best friend and dog, Chloe. He lives in a big city, with little space for his dog to play. He often takes the dogs on walks down city sidewalks. Since he lives in a big city, he has a hard time finding lots of dogs for his pal to play with. His main responsibilities are as a student, so he has a lot of free time to walk his dog, or meet other like-minded dog owners.

Ultimate Goals:

* Wants to find more dog owners who are also passionate about sneakers
* Looking for a gym that has a space for dogs
* Enjoys going to events such as sneaker exchanges and hopes to have his own company someday

Savvy:

* Extremely knowledgeable about streetwear and sneakers
* Knows about the latest and greatest gym work outs
* Focused on his studies heavily, and prides himself on being a great student