Part 1: Personas

Persona 1: John Carter

About:
First time pet adopter

Age : 26

Job: Marketing Specialist ($87K)

Tech Proficiency: Moderate (comfortable with web apps but not tech-savvy)

Event Attributes:

John Carter prefers structured pet adoption events, such as workshops, Q&A panels, and meet-and-greets, attending in-person only on weekends while favoring virtual sessions due to his busy schedule. He engages most with expert-led discussions, values digital resources for later review, and prefers event reminders via email or mobile notifications.

Event Influencers:

John Carter is influenced by structured events with expert-led discussions, clear scheduling, and virtual options that fit his busy lifestyle. He is more likely to attend if there are adoption incentives, pet compatibility guidance, interactive elements, and positive reviews from past attendees.

Motivations:

John likes balancing a demanding job with a desire for personal growth and stability. He is motivated by a need for structure in his daily routine, a sense of accomplishment in learning new skills, and meaningful connections in both his personal and professional life.

Core Needs:

John Carter's core needs revolve around maintaining a balanced lifestyle, optimizing his time efficiently, and having access to clear, reliable information for decision-making. He values convenience, structured guidance, and tools that help him streamline tasks without adding unnecessary complexity.

Pain Points:

- Overwhelmed by too many options when making important decisions.
- Struggles with time management due to a demanding work schedule.

- Prefers structured, step-by-step guidance rather than vague or open-ended instructions.
- Finds it difficult to engage in social activities due to work commitments.
- Values efficiency but dislikes overly complex or time-consuming processes.
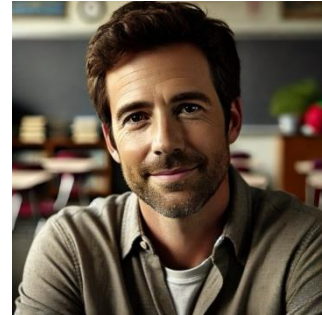
Persona 2: Michael Dallas

About:
Third-time pet adopter

Age: 32

Job: School Teacher ($47K)

Tech Proficiency: None (struggles with basic technology)

Event Attributes:
Prefers in-person, community-driven adoption events like open houses and meet-and-greets. Avoids virtual options. Appreciates printed materials and simple explanations. Prefers phone call or mail reminders over digital notifications.

Event Influencers:
Drawn to warm, welcoming environments with hands-on pet interactions. More likely to attend if events have clear guidance, on-site support, and minimal paperwork. Trusts word-of-mouth recommendations and real-life adoption success stories.

Motivations:
Seeks companionship and enjoys caring for animals. Values being part of a community. Motivated by past positive adoption experiences and a desire to provide a loving home.

Core Needs:
Michael's core needs revolve around simplicity, clarity, and a personal touch in the adoption process. He values face-to-face interactions, hands-on guidance, and accessible, non-digital resources. He prefers adoption experiences that are straightforward, with minimal reliance on technology.

Pain Points:
- Struggles with online forms, digital resources, and technology-heavy adoption processes.

- Finds it frustrating when events are overly structured or require too much planning.
- Prefers in-person guidance over virtual options or automated responses.
- Dislikes impersonal experiences, such as automated emails or chatbots.
- Has limited financial flexibility, making affordability an important factor in pet adoption decisions.

Persona 3: Emily Chen

About:
College student living at home, looking for an emotional support pet

Age: 20

Job: Part-time Barista ($18K) / Full-time Student

Tech Proficiency: High (frequent social media user, comfortable with mobile apps and online research)

Event Attributes:

Emily prefers in-person adoption events where she can interact with pets before deciding. She enjoys casual, walk-in events at shelters or pop-up adoption fairs and values student-friendly adoption days with discounted fees, flexible adoption policies, and educational sessions on pet care. She relies on the website to check event details, RSVP, and receive reminders via email or mobile notifications.

Event Influencers:

Emily is influenced by hands-on pet interactions, adoption incentives for students, and peer recommendations. She trusts websites with detailed pet profiles, reviews from previous adopters, and expert advice on pet care. A well-designed, mobile-friendly site increases her likelihood of attending an event.

Motivations:

Emily wants an emotional support pet to help manage school-related stress and improve her mental well-being. She seeks a pet that is affectionate, easy to care for, and compatible with her home life. She also wants to prove to her parents that she is responsible enough to care for a pet.

Core Needs:

- In-person interaction with pets before adopting
- A user-friendly website that allows her to filter pets based on lifestyle compatibility
- Detailed pet profiles with temperament, history, and care requirements
- An adoption process tracker so she knows what to expect
- Online chat support to answer questions before attending an event
- Mobile accessibility since she primarily browses on her phone

Pain Points:

- Overwhelmed by too many pet options and needs better search filters
- Confusing or outdated pet profiles that lack key details like temperament and health status
- Frustration with websites that aren't mobile-friendly or take too long to load
- Difficulty finding clear information about student discounts and adoption fees
- Lack of event reminders causing her to miss important dates
- Struggles balancing pet care with school and work and needs clear post-adoption support

Persona 4: Von Lindenthal

Biographic Information:

- Name: Von Lindenthal
- Age: 42
- Occupation: IT Cyber Security Consultant
- Household: Lives with his partner and two children in a suburban home
- Hobbies: Hiking, reading, volunteering at local shelters

Background & Motivation:
Von Lindenthal is a tech-savvy professional who enjoys solving problems and streamlining

processes. He has a strong ethical stance on animal welfare and believes in adopting pets rather than buying them. His family has been considering adopting a pet for the past year, and he is particularly interested in finding a hypoallergenic dog due to his child's allergies. Being an IT consultant, he appreciates well-designed, intuitive online systems that make the adoption process smooth and informative.

Technology Usage:

- Frequently uses mobile and web applications for work and personal tasks

- Prefers platforms with seamless navigation and clear information

- Comfortable with advanced search filters and online application processes

Goals & Needs:

- A well-structured, user-friendly pet adoption platform

- Clear and transparent pet profiles with health, temperament, and suitability for families

- Efficient search filters to find the right pet quickly

- A streamlined adoption process with real-time status updates

- Easy communication with shelter staff for follow-up questions