

EMILY GUNDERSON

ENTHUSIASTIC
MEETUP MEMBER



43

AGE



LIVES IN
COQUITLAM



MARRIED,
TEENAGE SON



EXTROVERT



LAB BIOLOGIST

“ I enjoy getting the chance for my dog to socialize with other dogs.”

“It's great to take a walk away from the noises of the city.”

“Sometimes I'm too tired to walk as long as everyone else.”



WALKING



BIRD WATCHING



COOKING



BAILEY

LABRADOR RETRIEVER MIX
4 YEARS OLD
FRIENDLY
HAS LIGHT-UP COLLAR
ADOPTED

EMOTIONS AND ATTITUDES

Enjoys nature - likes being outside in scenic areas and values physical activity as a part of her lifestyle

Values wellbeing of animals - cares about her dog and how she is both physically and emotionally

PERSONALITY TRAITS

Talkative - enjoys talking and communicating frequently with others, is not afraid to speak her mind

Friendly - optimistic and approachable, likes to garner friendships and values building up relationships with others

Outgoing - very sociable, always looking for opportunities to meet new people

TECHNOLOGY EXPERIENCE

Has a smartphone, uses many of its functions but not an advanced user. Has a laptop for personal use, and uses a computer at work as well. Uses a smartphone camera for saving memories and occasionally a DSLR for work but doesn't use many features. Gets around using a compact SUV.

GROUP INVOLVEMENT

Group member

Attends at least 1 meetup per week

GOALS, FEARS, AND ASPIRATIONS

Aspires to have her own TED Talk in the future

Fears spiders even though she loves nature

Wants to let her dog have fun

Has a goal of traveling to a new country

Afraid of her dog not getting along with others

KATY WALLACE

**ADVENTUROUS
MEETUP ORGANIZER**

31

AGE



LIVES IN
VANCOUVER



SINGLE



INTROVERT



REAL ESTATE BOOKKEEPER

“ I like having a group that I can meet up with consistently, even in the winter.”

“ I’m glad I met a new member! I hope he continues to meet up with us, he seems really friendly.”



GOLFING



HIKING



RUNNING

EMOTIONS AND ATTITUDES

Keen on technology. Very competent in Microsoft Office especially Excel. Hates her work computers because they are still running Windows XP.

Values regular meetups in order to maintain relationships

Treats regular meetups as a starting point to be more sociable and talkative since she's an introvert

PERSONALITY TRAITS

Adventurous - enjoys finding new places to hike, might suggest nice places with close friends

Reserved - usually doesn't share about herself unless talked to; likes meeting with familiar faces, takes longer time to get comfortable with new groups

Proactive - makes an continued effort to go out and meet new groups, tries to be more sociable since she knows that she is rather shy

TECHNOLOGY EXPERIENCE

Gets around using an SUV.

Like using her phone to take and share photos on services like Instagram.

GROUP INVOLVEMENT

Group organizer, creates events for the group on meetup.com
Attends at least 1 meetup per week

GOALS, FEARS, AND ASPIRATIONS

Getting to know another meetup member

Since she's an introvert, she wants to practice public speaking and she get some exercise done

Try to get some customers for her real estate job



CLAUDE

SHIBA INU
2 YEARS OLD
VERY ACTIVE,
HAS LIGHT UP COLLAR
HAS TO WALK FAST TO
KEEP UP WITH THE GROUP

HARRIS JEFFERSON

NEW GROUP MEMBER

44

AGE



LIVES IN
BURNABY



SINGLE



EXTROVERT



CARPENTER/CONTRACTOR

“ I’m glad I joined this meetup. My dog likes it but I hope he doesn’t get too crazy.”

“I had to miss last week’s meetup because of a last minute dentist appointment.”

“Neat, I didn’t know there were things like light-up collars.”



BIKING



FLYING TOYS



HIKING



PASCAL

RAT TERRIER
4 YEARS OLD
ROWDY NEAR OTHER DOGS
JUST LEARNED ABOUT LIGHT
COLLARS, CONSIDERS
BUYING ONE

EMOTIONS AND ATTITUDES

Enjoys working with his hands, is a visual thinker.

Doesn’t use his phone that much, prefers to work on the computer.

He values patience when working.

PERSONALITY TRAITS

Observant - knows what’s going on around him, and is usually aware of where his dog is most of the time

Patient - understands that getting familiar with others or skills takes time

Approachable - happy to meet others, comfortable with sharing his stories

Good listener - patiently listens to others, has a good understanding of what other people say

TECHNOLOGY EXPERIENCE

Has a smartphone and a laptop for personal use

Gets around using a medium size truck

No experience with dog related technologies

GROUP INVOLVEMENT

New to group, learning the ropes, still meeting new people
Missed last week’s meetup

GOALS, FEARS, AND ASPIRATIONS

Life goal - Become the next Dog Whisperer

Experience goal - know where his dog is, socialize with others, know direction

End goal - meet new people and walk with dog

Fear - gets emotionally hurt of the thought of his previous dogs dying. Fears he will let his new dog down and lose her as well. Might be afraid of losing control of his dog in meetups and strangers



PERSONA RELATIONSHIPS

WHY THEY ARE DIFFERENT
& HOW THEY ARE RELATED

 <p>EMILY GUNDERSON</p> <p>43 YEARS OLD MARRIED LAB BIOLOGIST COQUITLAM OUTGOING</p>	 <p>KATY WALLAS</p> <p>31 YEARS OLD SINGLE BOOKKEEPER VANCOUVER PROACTIVE</p>	 <p>HARRIS JEFFERSON</p> <p>44 YEARS OLD SINGLE CARPENTER BURNAY PATIENT</p>
ROLE IN GROUP Enthusiastic meetup member	ROLE IN GROUP Adventurous meetup organizer	ROLE IN GROUP New meetup member
GROUP INVOLVEMENT Found when moving into Vancouver. Frequent (>1 / week)	GROUP INVOLVEMENT Found when moving into Vancouver. Frequent (>1 / week)	GROUP INVOLVEMENT Found when browsing Meetup.com. Moderate (<1 / week)
COMMUNICATION RSVPs and messages on meetup.com, and uses email SMS	COMMUNICATION Organizes on Meetup.com	COMMUNICATION RSVPs on meetup.com, uses email and SMS
RELATIONSHIPS WITH OTHER MEMBERS Katy: Friends through the meetup Harris: Unfamiliar with each other	RELATIONSHIPS WITH OTHER MEMBERS Emily: Friends through the meetup Harris: Met at the last meetup	RELATIONSHIPS WITH OTHER MEMBERS Emily: Unfamiliar with each other Katy: Met at the last meetup
PERSONAL VALUES Dogs, outdoor exercise, animal welfare	PERSONAL VALUES Dogs, outdoor exercise	PERSONAL VALUES Dogs, outdoor exercise
MOTIVATIONS Dog happiness	MOTIVATIONS Improve socialization skills	MOTIVATIONS Find friends with similar interests
CONCERN Dogs getting along with each other, getting bumped by chasing dogs	CONCERN Slow meetup.com website experience, whether or not dogs and people will get along	CONCERN Not sure who he will meet, unsure whether he will fit in
FITNESS LEVEL Moderate endurance	FITNESS LEVEL High endurance	FITNESS LEVEL High endurance
DOG TYPE Large, active	DOG TYPE Medium, fit	DOG TYPE Small, rowdy
TECHNOLOGY LEVEL Moderate. Access to Meetup.com, has smartphone, LED collar, uses DSLR at work	TECHNOLOGY LEVEL Moderately High. Access to Meetup.com, has smartphone, LED collar, actively uses social sites (Instagram)	TECHNOLOGY LEVEL Moderately Low. Access to Meetup.com, has smartphone