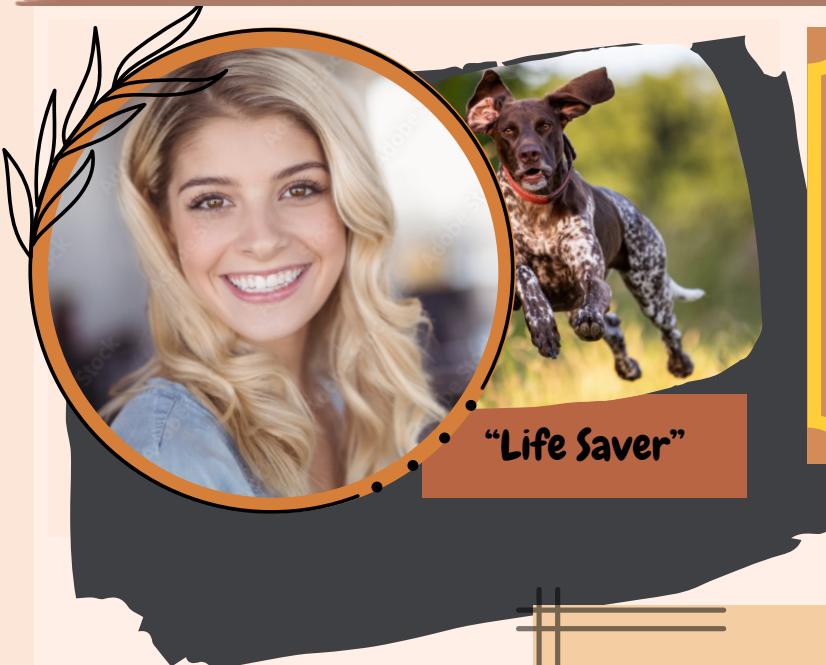


# User Persona 1 - Sandra Smalls (Business Woman)



## INFO

Name: Sandra Smalls

Age: 32

Occupation: CEO

Lives: Brisbane City

Dog breed: German  
Shorthaired Pointer

## BIO

Very busy business woman (CEO) who loves to spend her entire weekend with her purebred Samson, a German Shorthaired Pointer (very active). Though during the week Monday-Friday, works 8-6pm and is in charge of almost all proceedings at her company.

## REASON

I love my dog Samson and understand that he deserves the best care and attention possible and that's why I choose Pawful so that he receives that highest level of care while I'm away on business or at work. The app is super easy to use and after registering my dog it was a breeze to find the bookings I desired for daycare and grooming services and drop him off on my way to work.