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| Persona 1: Sarah, Busy Pet Parent | | | | | |
| **IMAGE** | **ABOUT** | | **COMMON FEATURES** | **UNCOMMONLY FEATURES** | **ADDITIONAL ELEMENTS** |
| 📸 | Name: | Sarah | * + Appointment scheduling for dog grooming and training   + Online ordering of pet food and supplies   + Access to a community forum for pet advice and sharing experiences | * + Advanced product filtering (e.g., by breed or size)   + Customizable loyalty program rewards   + Pet-friendly travel planning tools | * + **Goals:** Reduce stress by managing pet care tasks efficiently   + **Fears:** Missing necessary appointments or forgetting essential supplies   + **Motivations:** Convenience, ease of use, and getting her family's needs met |
| Age: | 35 |
| Job: | Marketing Manager |
| PC Skills: | Intermediate |
| Family: | Married, with 2 Kids (6 & 8) and a dog |
| **Characteristics:** Always on the go, values convenience, has a busy schedule | |
| **Needs:** The application can meet Sarah's needs with convenience, ease of scheduling, and access to products and services that make her busy life more manageable. | |

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| Persona 2: David, Tech-Savvy Pet Enthusiast | | | | | |
| **IMAGE** | **ABOUT** | | **COMMON FEATURES** | **UNCOMMONLY FEATURES** | **ADDITIONAL ELEMENTS** |
| 💻 | Name: | David | * + Advanced product filtering by breed or size   + Customizable loyalty program rewards   + Pet-friendly travel planning tools | * + Advanced product filtering by breed or size   + Customizable loyalty program rewards   + Pet-friendly travel planning tools | * + **Goals:** Stay informed about the latest pet health trends and products   + **Fears:** Making uninformed purchasing decisions or missing out on essential products   + **Motivations:** Staying up-to-date with the latest technology and innovation in pet care |
| Age: | 42 |
| Job: | Software Developer |
| PC Skills: | Advanced |
| Family | 2 Cats |
| **Characteristics:** Tech-savvy, analytical thinker, has a strong interest in pet health and wellness | |
| **Needs:** The application can meet David's needs with access to in-depth product information, advanced filtering options, and personalized recommendations. | |

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| Persona 3: Karen, Retiree Pet Lover | | | | | |
| **IMAGE** | **ABOUT** | | **COMMON FEATURES** | **UNCOMMONLY FEATURES** | **ADDITIONAL ELEMENTS** |
| 🐱 | Name: | Karen | * + Online ordering of pet food and supplies   + A community forum for pet advice and sharing experiences   + Easy-to-use search functionality for products | * + Advanced product filtering by breed or size (too overwhelming)   + Pet-friendly travel planning tools (not relevant to her lifestyle) | * + **Goals:** Spend quality time with her pets and enjoy retirement   + **Fears**: Forgetting essential supplies or struggling to find the right products   + **Motivations**: She feels confident caring for her pet and knows Pets-R-Us supports her. |
| Age: | 65 |
| Job: | Retired Teacher |
| PC Skills: | Basic |
| **Characteristics:** Loves animals, values simplicity, has limited computer experience | |
| **Needs:** The application can meet for Karen: Ease of use, simplicity, and access to helpful resources for managing pet care. | |

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| Skill Meter | |
| Level | Caution |
| Basic | Can navigate simple online tasks but may need assistance with more complex features |
| Intermediate | Can navigate online shopping carts but may need help with more advanced features |
| Advanced | Can troubleshoot technical issues and optimize code |