

Customers

Tyler C

Tyler is 23 years old, and has been a dog lover since he was very little. The most important thing in his life is his Australian Shepherd, Benji, and he dote on them as much as possible. He is a Math student at UTSC and his hobbies include jogging and mountain biking. His dog Benji loves to chase after him when he's jogging and biking, and also loves joining him in whatever water is available. He is interested in acquiring specific, specialty services tailored to his dog from the most reputable suppliers. It's important to him that he knows exactly who is taking care of his dog and that they feed his dog the specific brand that Benji prefers, because his dog deserves only the absolute best. He is also very picky whenever his dog needs anything in general, and price isn't as much of an object to him as being able to robustly find exactly what he is looking for. He won't value ease of use as much as he values a functional search system that can track down whatever he needs to find. He also wants efficient tools to vet and rate the potential caregivers for his dog, because Benji pines and cries when he's away from his owner and he wants to make sure he's well looked after. Having features allowing him to show off his prized good boy to the world will delight him, because he thinks that Benji is a prize who would catch anyone's eye.

Chelsea R

She is 25 years old, and has recently moved out of her parent's house. She is an avid video gamer and loves snuggling up to her cat Jinx while she plays Civilization and has even attempted to make her own simple video games. While she was staying with her parents they were able to look after her pets while she was out on business, but now that she's moved to Toronto for a great management job it's not as easy for her animals to be taken care of. She lives an irregular lifestyle that pays well but requires her to be ready to leave for evenings to be wined and dined and to travel across the world to meet with clients and vendors. It's important to her that she can quickly and without a fuss acquire sitters for her animals without having to spend her precious time making lots of phone calls or needing lots of advance notice. She has a short attention span regarding technology and gets frustrated easily when poor design prevents her from getting things done quickly. It's important to her that she can spend as little time as possible to get a sitter since she can get a call from her boss at 9 AM and need to be ready to catch a flight before dinner. She needs quality service that lets her sleep easy as she travels for business at a relatively affordable price, but she won't need to be burdened with details or exacting standards.

Service Providers

Caitlyn F

She has loved dogs for her entire life and has worked as a dog walker and sitter since she was twenty three years old. She's now 37, lives off Ellesmere, and despite being a little technologically inept she is trying to move her business into the digital age via services such as Pawsup. It is very important in order to keep her as a customer that the UI is very simple and that she can quickly and easily navigate to find what she is looking for. It is also very important to her that the service is reliable; She doesn't like having cancellations so she wants her money up front when she signs up. Fees and social media aspects take a backseat to consistency and usability for her. Features that aren't directly related to her getting customers and putting money into the bank are not very important to her and too many extraneous features will get in the way of her getting what she wants from the app. An exception is pictures of fluffy animals, she never minds seeing cute pet pictures.

Matt C

Matt is a 21 year old University of Toronto Scarborough student and grew up in a house with lots of pets. He had a cat, four guinea pigs, two hamsters, fish tanks, and a bird. He is a statistics student who has a deep love of film and literature. He is strapped for cash paying for his statistics degree but his exacting school schedule makes it hard to work a regular job. Using the app, he wants to easily find work to do whenever he has free time. He wants the ability to set his own hours that he wants to work, and loves the opportunity to work with tons of people's pets. He is tech savvy and it is important to him that the platform allows him the ability to use his marketing and computer science skills to present himself in the best light possible. He works with various animals so the UI needs to allow him in one click to work with all the different animals that he needs. Being forced to separately post himself as available for work with dogs, cats, birds, hamsters, guinea pigs, and all the other animals he has lived with in the past would be a massive burden on his time and make him unlikely to stick with the app.