

# Personas for „Paws and Tales“

Gabriela Shurbeska

Persona 1:



**Name:** Emily and Jack Thompson

**Age:** Emily (30), Jack (32)

**Occupation:** Emily works as a fitness instructor, Jack is a hiking guide.

**Location:** They live in a spacious suburban home with a large backyard, near hiking trails and parks.

**Background:** Emily and Jack are a married couple who share a passion for outdoor activities and leading an active lifestyle. They met during a mountain climbing expedition and have been inseparable since then. They don't have children yet but are eager to expand their family with a furry companion. Emily is outgoing, bubbly, and patient. She has a nurturing nature and enjoys teaching new tricks to dogs. Jack is adventurous, disciplined, and loves exploring the great outdoors. He is skilled in handling and training dogs, especially in outdoor settings. Emily and Jack are looking for a dog that will become an integral part of their family. They expect their new companion to join them on hikes, runs, and outdoor adventures, as well as enjoy relaxing moments at home.

**Motivation for Adoption:** Emily and Jack love the energy and companionship that dogs bring into a home. They specifically want a big, active dog because they enjoy outdoor adventures like hiking, jogging, and camping. They believe that a big dog will match their energy levels and be a great companion during their outdoor escapades.

**Experience with Dogs:** Both Emily and Jack grew up with dogs and have experience training and caring for them. They understand the responsibilities of dog ownership and are committed to providing a loving and stimulating environment for their future furry friend.

**Desired Traits in a Dog:**

**Size:** Large or extra-large breed that can keep up with their active lifestyle.

**Temperament:** Friendly, sociable, and good with people and other dogs.

**Energy Level:** High energy and athletic, enjoys outdoor activities.

**Trainability:** Easily trainable and responsive to commands.

**Coat Type:** Preferably short to medium-length coat for easy maintenance.

**Plans for Care:** They plan to provide regular exercise, proper training, nutritious meals, veterinary care, and lots of love and attention to their new dog. They are also considering enrolling in obedience classes to ensure their dog is well-behaved and socialized.

Persona 2:



**Name:** Margaret and Robert Thompson

**Age:** Margaret (68), Robert (72)

**Occupation:** Margaret is retired, Robert is a part-time consultant.

**Location:** They live in a cozy suburban home with a small garden, near a quiet neighborhood park.

**Background:** Margaret and Robert are a retired couple who have been married for over 40 years. They have a grown-up family and grandchildren who visit occasionally. They are looking to adopt a dog to provide companionship and joy in their golden years. Margaret is nurturing, patient, and enjoys spending time in the garden. Robert is kind-hearted, relaxed, and enjoys reading and quiet activities, they love going for walks. Margaret and Robert expect their new dog to be a loving companion and a source of joy in their daily lives. They envision leisurely walks in the park, cuddle time at home, and occasional visits from family members.

**Motivation for Adoption:** Margaret and Robert are seeking a small, loving dog because they prefer a companion that is calm, affectionate, and easy to manage. They want a dog that will enjoy leisurely walks and spending quiet moments at home.

**Experience with Dogs:** Both Margaret and Robert have owned dogs throughout their lives and are experienced in caring for them. They understand the needs of senior dogs and are dedicated to providing a loving and nurturing environment.

**Desired Traits in a Dog:**

**Size:** Small to medium size, easy to handle.

**Temperament:** Gentle, affectionate, and good with children and visitors.

**Energy Level:** Low to moderate energy, not overly active.

**Trainability:** Basic obedience and house-trained.

**Coat Type:** Any coat type is acceptable, easy to groom.

**Plans for Care:** They plan to provide regular veterinary care, a balanced diet, daily walks, and plenty of attention and affection to their new dog. They are also open to training classes to ensure a well-behaved pet.

Persona 3:



**Name:** Alex Miller

**Age:** 28

**Occupation:** IT Consultant

**Location:** Urban apartment near a park

**Background:** Alex is a single young professional who works long hours in the IT industry. He is passionate about technology and enjoys the challenges of his job. However, he often feels the need for companionship during his extended work hours and values the idea of having a furry friend to keep him company. Alex is a responsible, caring, and active individual. He enjoys outdoor activities such as running, hiking, and playing sports. He values work-life balance and sees having a dog as a way to enhance his well-being outside of work. Alex expects his new dog to be a loyal companion who enjoys spending time with him both indoors during work hours and outdoors for exercise and playtime. He envisions a strong bond with his dog and a mutually rewarding relationship.

**Motivation for Adoption:** Alex wants a dog primarily for companionship and emotional support during his long working hours. He believes having a dog by his side will help reduce stress and provide a positive break from work. Additionally, he loves the idea of having a running buddy and playing with his dog after work to stay active and unwind.

**Experience with Dogs:** Alex grew up with dogs and has experience caring for them. He understands the responsibilities of pet ownership, including regular exercise, training, and providing a loving environment. He is committed to being a responsible dog owner and ensuring his dog's well-being.

**Desired Traits in a Dog:**

**Size:** Medium-sized dog that is manageable in an apartment setting.

**Temperament:** Friendly, affectionate, and enjoys human companionship.

**Energy Level:** Moderate energy with a willingness to go for runs and play.

**Trainability:** Easily trainable and responsive to commands.

**Compatibility with Lifestyle:** Adaptable to apartment living and comfortable with occasional alone time during work hours.

Persona 4:



**Name:** Emily Carter

**Age:** 32

**Occupation:** Graphic Designer

**Location:** Suburban home with a small garden

**Background:** Emily is a young woman who has faced challenges with her health, which have unfortunately led to her inability to have children. This has been a source of deep sadness for her, compounded by the fact that her husband left her due to these health issues. Despite these hardships, Emily is resilient and determined to find joy and companionship in her life. Emily is compassionate, kind-hearted, and resilient. She enjoys creative pursuits like painting and gardening, and she values deep connections and meaningful relationships. She expects her new dog to be a loyal and loving companion who can fill the void in her life. She envisions spending quality time with her dog, going for walks, cuddling, and sharing moments of joy and comfort.

**Motivation for Adoption:** Emily is looking to adopt a pet, particularly a dog, as a source of companionship and emotional support. She feels a deep void in her life after her husband's departure and believes that having a furry friend by her side will bring comfort and happiness.

**Experience with Dogs:** Emily has always had a love for animals, especially dogs, since her childhood. She has experience caring for pets and understands the responsibilities involved in pet ownership, including providing love, care, and a safe environment.

**Desired Traits in a Dog:**

**Size:** Small to medium size, suitable for indoor living.

**Temperament:** Affectionate, loyal, and comforting.

**Energy Level:** Moderate energy, enjoys both playtime and relaxation.

**Trainability:** Easily trainable and responsive to commands.

**Emotional Support:** Able to provide emotional support and companionship.

Persona 5:



**Name:** The Johnson Family

**Parents' Ages:** John (36), Sarah (34)

**Children's Ages:** Emma (6), Ethan (4)

**Occupation:** John works in sales, Sarah is a stay-at-home mom.

**Location:** Suburban home with a fenced backyard, near parks and schools.

**Background:** The Johnson family is a loving and active household with two young children who adore animals. They believe that having a dog will not only bring joy to their kids but also teach them about responsibility, empathy, and caring for others. John is outgoing, active, and enjoys outdoor activities like hiking and biking. Sarah is nurturing, patient, and loves spending time with her children and pets. Emma and Ethan are curious, energetic, and eager to have a furry playmate.

The Johnson family expects their new dog to be a loyal and loving companion who will integrate well into their family life. They envision spending quality time with their dog, going for walks, playing in the backyard, and creating lasting memories together.

**Motivation for Adoption:** The family's main motivation for adopting a dog is to provide a loving and protected environment for a furry friend who will become a cherished member of the family. They want their children to grow up with the companionship and unconditional love that a dog can offer.

**Experience with Animals:** John and Sarah both grew up with pets and understand the commitment and responsibilities of pet ownership. They have experience caring for animals and are dedicated to providing a safe, happy, and nurturing home for their new dog.

**Desired Traits in a Dog:**

**Size:** Medium to large size, suitable for a family with young children.

**Temperament:** Gentle, friendly, and good with children and other pets.



**Energy Level:** Moderate energy, enjoys playtime and outdoor activities.

**Trainability:** Easily trainable, obedient, and well-behaved.

**Protectiveness:** Protective instincts towards the family, especially the children.