

# DH150: PERSONA

By Gabrielle Kyra Sumilang

## MOTIVATIONS & NEEDS

- As a full-time student, Catherine is very busy and sometimes needs people to dog-sit for her
- Wants to meet people with dogs so that her own dog, Spot, can have playmates
- New to the area, Catherine is interested in meeting a partner who can share her love for dogs

## GOALS

- To build/find a community of like-minded, dog-centered people in an unfamiliar city

## FRUSTRATIONS

- Not having enough preference options on social/dating apps - wants apps to be very customizable
- Not knowing whether someone is a cat person or a dog person

## CHARACTERISTICS

- Quick to learn new platforms
- Experience using social networking apps and dating apps
- Always curious and takes time exploring all features of an app

## DEMOGRAPHICS

Name: Catherine

Age: 24

Occupation: UCLA Graduate Student

Location: Los Angeles, CA

Marital Status: Single

Interests: Dogs, Hiking, Traveling, Cooking

Personality: Adventurous, Outspoken, Extroverted

"I love to socialize, and being able to meet new people through online platforms is very convenient..."



# DH150: SCENARIO #1

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## Scenario: Finding Friends

Catherine has just moved to Los Angeles to start graduate school at UCLA.

She has moved into a one-bedroom apartment with her dog, Spot, and lives with no roommates.

She would like to go on a hike soon with Spot, but she does not know the area well enough to know which hiking trail is the best for dogs.

She downloads a new social networking app centered on people and their pets in hopes of meeting a dog-owner who is familiar with hiking trails.

Upon creating her account, she specifies that she is a “dog person”, and enters “hiking” as one of her main interests/hobbies.

Catherine takes a few minutes to finalize her profile, and soon begins using the app.

Under a tab marked “Recommended For You”, Catherine finds other users who share the same preferences as her, as well as events created by users that she may find interesting.

Catherine clicks on an event titled “Hiking with Dog Lovers” and marks her status as “Interested” in the event.

After a few minutes, she receives a message notification from the event creator, Ashley, and the two begin chatting about their dogs and shared interests.

Catherine and Ashley quickly become friends, and they make plans to hike this weekend.

# DH150: SCENARIO #2

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Age: 24

Occupation: UCLA Graduate Student

Location: Los Angeles, CA

Marital Status: Single

Interests: Dogs, Hiking, Traveling, Cooking

Personality: Adventurous, Outspoken, Extroverted

## Scenario: Pet-sitting Services

Catherine has been at UCLA for a month now, and her schedule is becoming very busy.

She has an academic conference coming up next week, and will have to be out of town for a few days to attend the conference.

She cannot leave her dog, Spot, alone while she is gone, so she decides to look for a dog-sitter.

She opens the social app for people and their pets and decides to message Ashley, the first friend she made on the app.

Catherine gets a reply from Ashley saying that she is unable to dog-sit Spot on the dates of her conference, so she decides to try a new feature on the app labeled “Services”.

Under the services filter, Catherine marks that she is looking for a “pet-sitter”, marks her pet as a “dog”, and enters her zip code under “Location”.

Within a few seconds, the app provides Catherine with filtered results of pet-sitters who match her preferences.

Catherine decides to sort the results by “Rating”, and clicks on the highest-rated dog-sitter, Manny. She reviews his profile and decides that he appears to be a good fit for the job.

Catherine sends Manny a message introducing herself, her upcoming situation, and asks Manny whether he is available next week to dog-sit Spot while she is out of town for her conference.

Manny responds that he is available, and he and Catherine begin planning arrangements and logistics.