

Hilary Valencia-Walsh  
User Personas

### **User profiles:**

#### Pet Lover Randy

Background: Has a farm, has adult children who help him take care of their animals on the farm, Randy is also older, and retired used to be a vet.

Demographics: 55 years old, lives in Enumclaw, WA (farm town), makes 100,000 a year from retirement

Identifiers: Loves animals, wants to help animals in need, has their own rescue property

#### Shopping Sally

Background: Lives in a city area, works from home and has children, younger, loves to shop and give back to the community

Demographics: 30 years old, lives in Bellevue, WA (city), makes 150,000 a year

Identifiers:

Loves animals, gives back to the community by shopping for merch, or donating on websites

#### Young Eloise

Background: Lives in a smaller town, has no children, just her and husband, has always had pets

Demographics: 24 years old, lives in Mercer Island, WA, combined they make 90,000 a year

Identifiers: loves animals, looking for a pet of their own as they just moved into their first place