

Persona 1: George Philips

George Philips, Family Man and Pet Owner



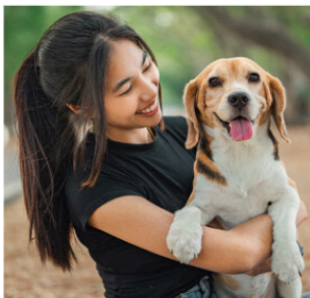
George Philips is a 51 year old father of two. He lives with his wife Mary, age 48, and their two children Jake, age 11, and Katelyn, age 14, along with their family cat Gilbert, age 5, and dog Scout, age 7. George works full time as an accountant from 9-5 on weekdays, but loves spending as much time as possible with his family in his free time. George is also the primary caretaker of their dog Scout, taking him for walks every night after work, feeding him, and cleaning up after him. Mary takes care of their cat Gilbert for the most part, feeding him, cleaning his litter, and brushing him.

The Philips are a middle class family with both parents working full time. Every few years, they like to take a family vacation in the summer using money that they have saved up, and this year they are looking forward to a vacation in Cancun, Mexico, but George's younger brother Marco (46) who normally takes care of the pets when they are away is unable to this time due to being busy on a work trip. As a result, George begins looking online for qualified local pet caretakers in his place, however he is very wary to find someone with qualifications that he knows he can trust and check on, so that he does not have to worry about the pets while on vacation.

George is literate when it comes to basic technology, and knows how to use a phone or computer to do work for his job, and to navigate the internet, but he is by no means a tech-guy, and so complex interfaces and technical instructions can be a cause of frustration for him.

Persona 2:

Alyssa Davis, Pet Owner and Caretaker



24 year old Alyssa Davis grew up living with and taking care of animals for as long as she can remember. She is currently going to school to become a veterinarian, and loves to volunteer at local animal shelters whenever she gets the chance. Additionally, she walks the dogs of friends and locals regularly, and has taken care of her friends' pets on numerous occasions when needed. She currently lives with, and is the sole caretaker, of her 3 year old dog Emma and her 1 year old hamster Bandit.

Alyssa is now looking online for additional part time work as a caretaker and babysitter for owners of pets in need. She wants to be able to share her qualifications and experience so that pet owners can find her and be rest assured that their pets are in good hands, while also gaining more experience herself.

Alyssa grew up with technology all around her, and so is very tech literate as a result, being able to quickly pick up and learn new applications, interfaces, and devices. She wants to be able to advertise her services using an application that allows for a lot of customization so that she can share her story and stand out among other pet caretakers.