

Patty Smith



GENDER	Female
AGE	27
PET	A Labrador Retriever (Max) and a Siamese cat (Luna)
KIDS	No
EDUCATION	Masters in Business
STATUS	Single
OCCUPATION	Marketing Manager
LOCATION	Los Angeles, California
TECH LITERATE	High

“ I am used to online services and I usually do my online shopping from Instagram.

Personality

- Introvert
- Thinker
- Spender
- Tech-savy

Favorite Apps

- Instagram
- TikTok
- Pet lifestyle blogs

Keywords

- Charismatic
- Pet Advocate
- Community-oriented
- Creative Content Creator

Patty’s story

Patty is a passionate and dedicated pet owner with a deep love for animals. Her two pets, a Labrador Retriever named Max and a Siamese cat named Luna, are a source of joy, bringing happiness and companionship.

She is known in her local community for her informative social media presence on pet care and welfare.

Goals:

- Connect with fellow pet owners and share her passion for animals.
- Provide knowledge and advice on pet ownership, care, and training.
- Enhance the well-being of Max and Luna through a supportive community.
- Advocate for pet-friendly services and establishments in Los Angeles.

Needs:

- A user-friendly platform for sharing high-quality images and videos of Max and Luna.
- Access to pet-centric groups and local community recommendations.
- Educational resources for expanding her knowledge on pet care and health.

Technology:

- Active on various social media platforms, particularly Instagram and TikTok.
- Relies on analytics to understand audience engagement and preferences

Challenges:

- Finding the time to consistently create and share content due to a busy work schedule.
- Seeking a balance between her online presence and her offline life with her pets.

Erik Andersson



GENDER	Male
AGE	32
PET	Rescue Dog (Bella)
KIDS	No (Bella is his kid)
STATUS	Single
OCCUPATION	Environmental Consultant
LOCATION	Stockholm, Sweden
TECH LITERATE	Medium

“ I spend about 15 minutes a day watching pet photos and videos from my friends on Instagram.

Personality

- Extrovert
- Activist
- Eco-Friendly

Favorite Apps

- Pet health trackers
- Pet adoption and rescue apps
- Social media platforms with strong pet owner communities

Keywords

- Animal lover
- Rescue advocate
- Community-oriented
- Environmentally conscious

Erik’s story

Erik is an animal lover and a responsible pet owner who enjoys sharing his life with his recent adoption of a rescue dog named Bella.

He is enthusiastic about connecting with other pet owners online, sharing advice, and learning new pet care tips. Erik’s social media use is primarily to engage with pet communities and animal welfare organizations.

Goals:

- Share cute and funny moments of his pets with a community that appreciates them
- Learn from other pet owners' experiences
- Find local pet-friendly events and meetups

Needs:

- A user-friendly platform to share and view pet photos and stories
- An active community for support and advice
- Features for organizing pet-related events

Technology:

- Active on pet-focused forums and social networks
- Uses apps to track pet health and activities
- Enjoys browsing pet care videos and tutorials

Challenges:

- Finding a dedicated platform that’s exclusively for pet lovers
- Engaging in meaningful interactions and avoiding spam or irrelevant content
- Balancing between sharing enough without oversharing personal information