Patty Smith
Social Pet Influencer's Journey on Petbook

Happiness Level

Painpoint

Patty is hesitant to create an account on Petbook because she thinks it might not fit her needs

Painpoint

Patty wants to interact with her pet friends but finds it difficult to find them.

Painpoint

Finding creative ideas for posts can be challenging and Patty sometimes struggles with content creation.

Painpoint

Patty wants to keep her content relevant and fresh.

Painpoint

Patty loves joining community events with her friends but often doesn't know about them.

Action

Patty browses through her feed and engages with friends by liking and commenting on their posts. She receives notifications for likes on her posts.

Action

Patty uploads a new post of Luna's latest trick, hoping it will resonate with her audience.

Action

Patty shares this event with her friends via chat so others can join her.

Action

Patty sees the homepage of PetBook that states the scope of the app and promises that it's the best place to connect with other pet owners and share your love for pets.

Action

Patty logs into Petbook and searches her pet friends and follows them.

Action

Shares a story about her pet and later reviews her posts to remove any outdated content.

Action

Patty sees a post about an upcoming event for cat lovers in her neighborhood.

01	Opens Petbook	02	Engages with Community	03	Shares Pet Adventures	04	Posts and Manages Content	05	Connecting and Networking

Oppotunities

- Make it easy for users to create an account and start using the platform.

- Make the homepage as welcoming and convincing as possible to win the trust of the users.

- Offer a page where users can search other users by their name or pet names.

- Implement a feed page where users can easily view and access posts and stories from the users they follow.

- Offer an explore page where users can see pet posts from all the users from the platform where they can learn the latest trends and get inspired for their next posts and stories

- Provide easy and intuitive management tools for users to edit or delete their posts and stories.

- Offer the possibility to add emojis, tags and markup language in their stories to make them more appealing

- Implementing the chat functionality where users can easily invite one another to pet events and share posts with information about events.