

User Personas



Sarah

Age: 32
Occupation: Veterinary Technician
Location: Midwest, USA
Income range: Moderate

"Every animal deserves a loving home and a chance to be someone's best friend."

NEEDS AND GOALS

Sarah needs a user-friendly interface to easily create and manage pet profiles.

She wants the ability to provide comprehensive details about each animal, including their health status, behavior, and preferences.

It's important for her to have control over the adoption process and the ability to communicate with potential adopters securely.

DESCRIPTION

Sarah became a veterinary technician because of her profound love for animals and a desire to make a positive impact on their health and well-being.

Her love for animals extends beyond her profession; she genuinely cares for their well-being and wants to ensure they find safe and loving homes.

PERSONALITY

Sarah is a passionate animal lover who has been rescuing and fostering pets for years. She believes in finding loving homes for abandoned or stray animals.

As a veterinary technician, Sarah is detail-oriented and meticulous. She pays attention to the pets' health and needs, providing accurate information to adopters.

MOTIVATION

Sarah wants to create profiles for the pets she currently fosters to increase their chances of adoption.

She seeks a platform where she can showcase the pets' personalities, share their stories, upload photos, and connect with potential adopters.



Michael

Age: 28
Occupation: Software Developer
Location: Lille, France
Income range: Comfortable

"Technology helps us connect, but the bond with a furry friend goes beyond any digital connection."

GOALS

Being in the tech industry, Michael is tech-savvy and appreciates platforms that are well-designed and user-friendly.

He seeks a secure platform where he can ask questions about the pets and potentially arrange meetings to interact with the animals before making a decision.

Michael needs a website that allows him to easily navigate through pet profiles, save favorites, and contact owners directly for further inquiries.

DESCRIPTION

Michael is a working professional who has always had a soft spot for animals.

He's been considering adopting a pet for companionship and to bring more joy into his life.

PERSONALITY

Michael approaches decisions with a logical mindset, using his analytical skills to assess information and make informed choices.

He's curious and seeks detailed information when adopting a pet, preferring clear communication channels and meaningful interactions when discussing adoptions.

MOTIVATION

Michael is looking for a platform where he can browse a variety of pets available for adoption.

He wants to filter his search based on specific criteria such as species, size, breed, age, and temperament.