

Amelia Stevenson by Will Columbia

age: 23

residence: Chicago, Illinois

education: Bachelors Degree at University of South Carolina

occupation: Nurse

marital status: Single



"I'm a total dog person!!"

In my free time, I love working out and running with my dog. I also enjoy watching Netflix and eating great food.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

saving money and time

Needs

- Transportation to store

Values

- Saving money
- My sweet puppy

Wants

- To find good dog food at a reasonable price
- Possible deliver options

Fears

- Not feeding my dog healthy food
- spending too much money for dog food