

Tim Johensen

age: 22

residence: New York City

education: Bachelor's Degree

occupation: Janitor

marital status: In a relationship, not married



I'm so excited for my new puppy!

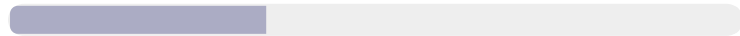
Tim works a full time, fairly low paying job and doesn't have a lot of time to stress over his new puppy and its diet. Tim and his partner like to share responsibility, but neither know much about caring for a puppy.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Food recommendations
- Information saving
- Nearby store search
- Shareable profile

Values

- Proper care of pets
- Convenience

Criteria For Success:

Tim needs an easy-to-use and convenient way to find the right food for his puppy's needs. Being a busy man, Tim also needs something to save him time while shopping for his puppy.

Wants

- Easy to use app
- Organized design
- Useful features
- Delivery and pick-up ordering options

Fears

- Not taking the best care of his puppy
- Accidentally doing harm to his puppy