

James Beetle

age: 37

residence: Seattle, Washington

education: Masters Degree from MIT

occupation: Software engineer

marital status: Married with 2 kids



"I can never seem to find food that doesn't bother my dog!"

James works full time at Amazon as a Software Engineer. He has a loving wife that is a stay at home mother with 2 bright toddlers and a little dog.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- He needs to find dog food that won't bother his dog's stomach
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Values

- Convenience of getting dog food in a city
- His family and pup

Criteria For Success:

- Needs an easy way to get dog food in the middle of the city
- Getting dog food that won't bother his dog

Wants

- He wants affordable food
- He wants access to different flavors so his dog isn't eating the same thing over and over
- He wants natural food with no GMOs

Fears

- He fears that he won't be able to find an affordable allergy free food
- He also fears losing his dog to an allergic reaction
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