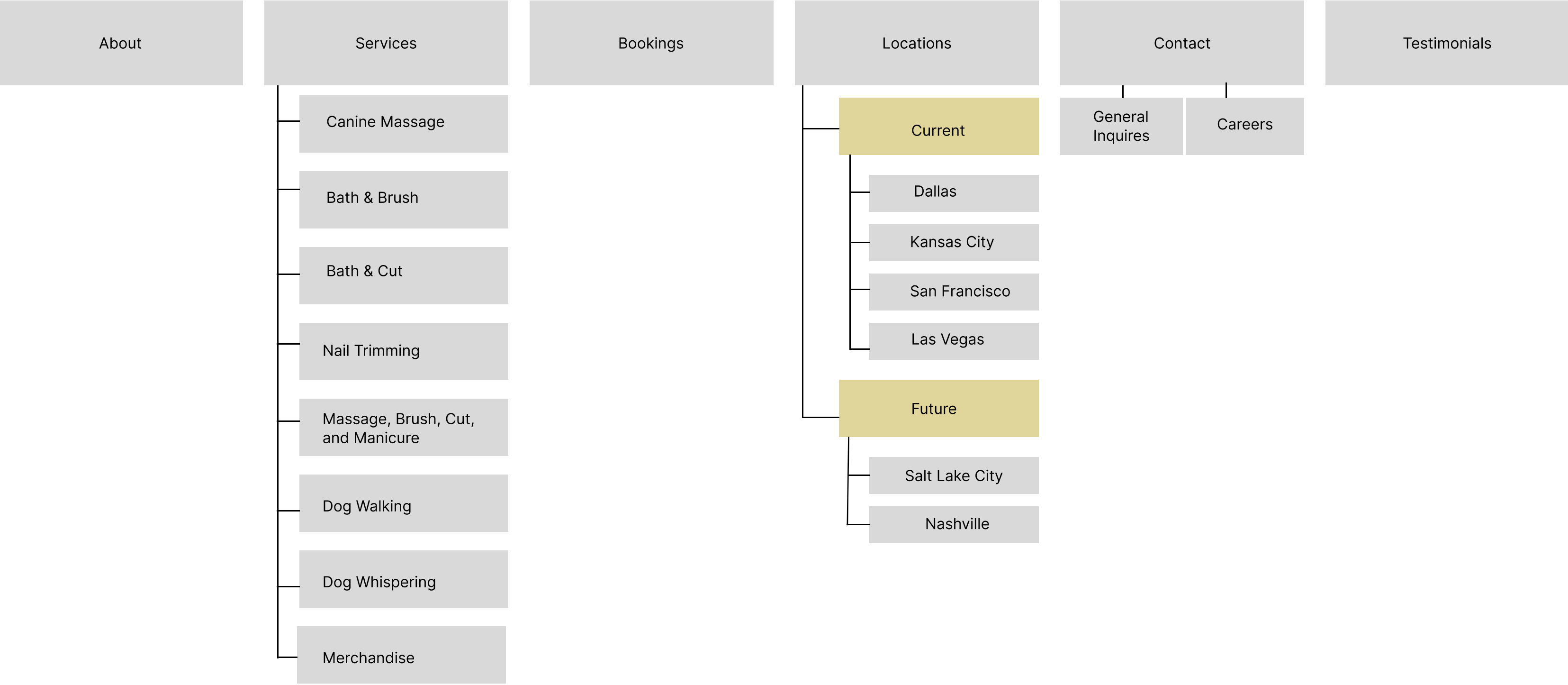
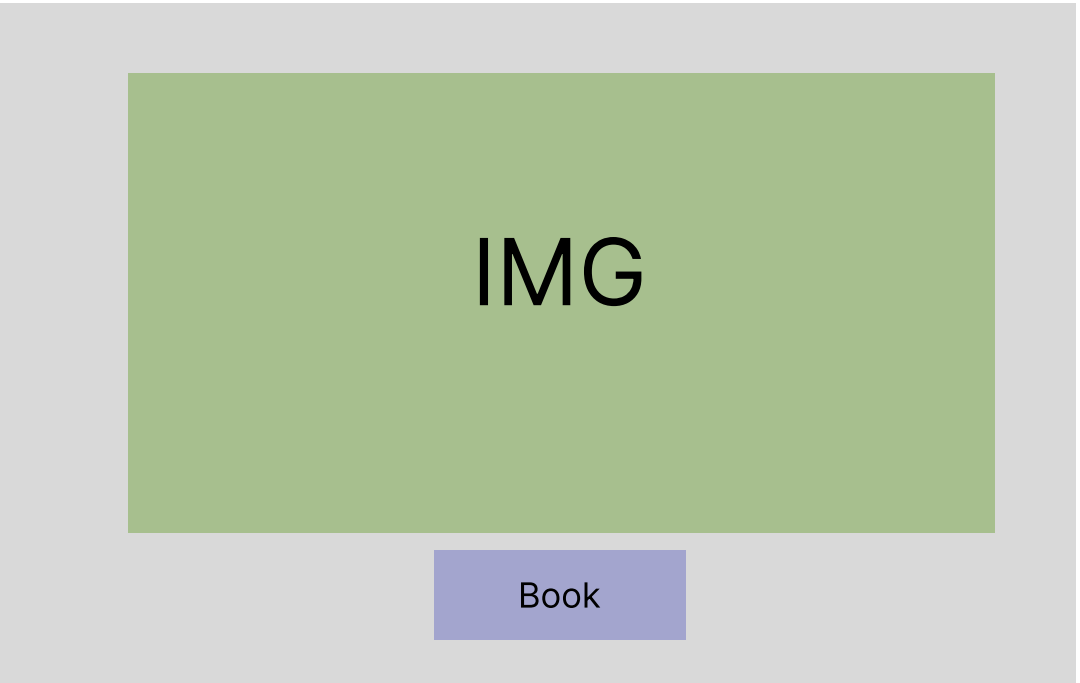
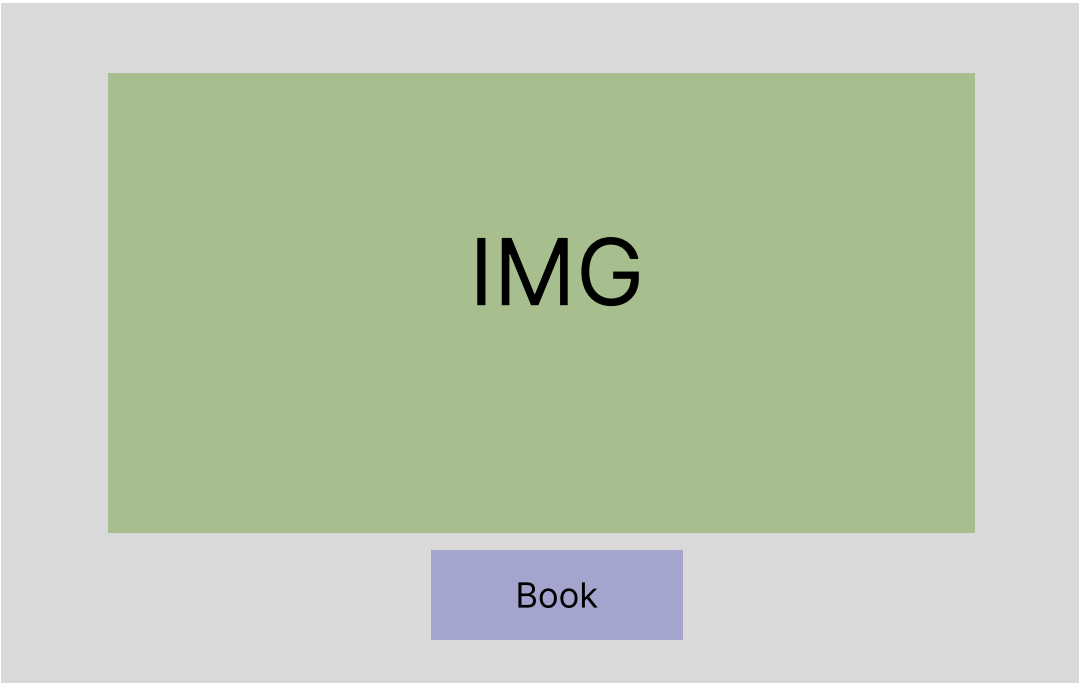
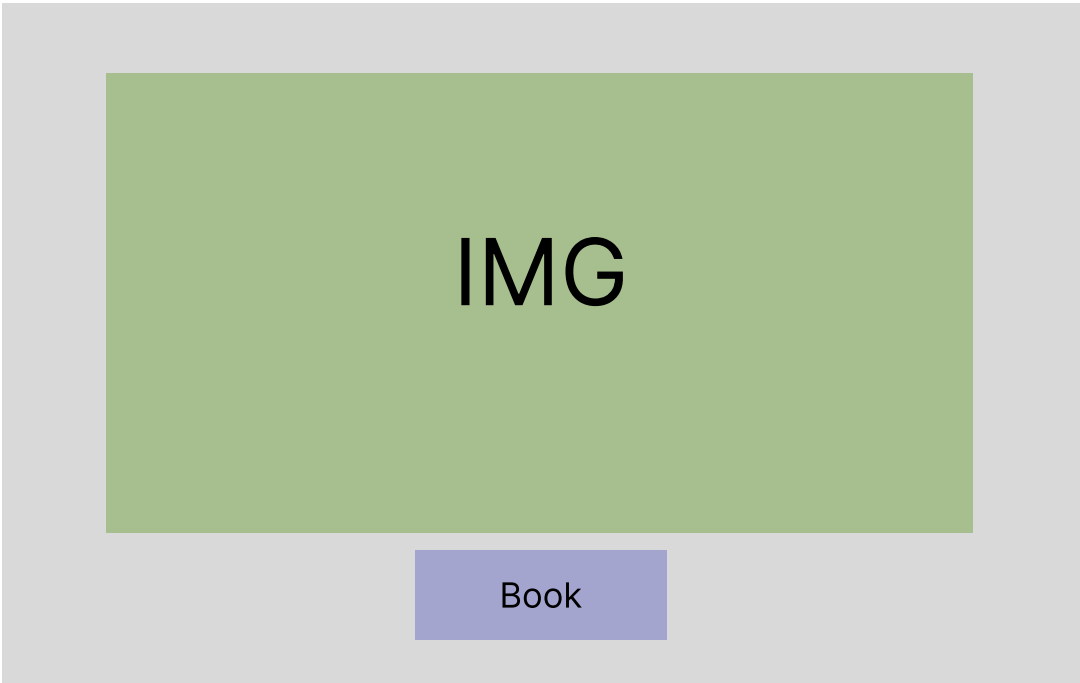
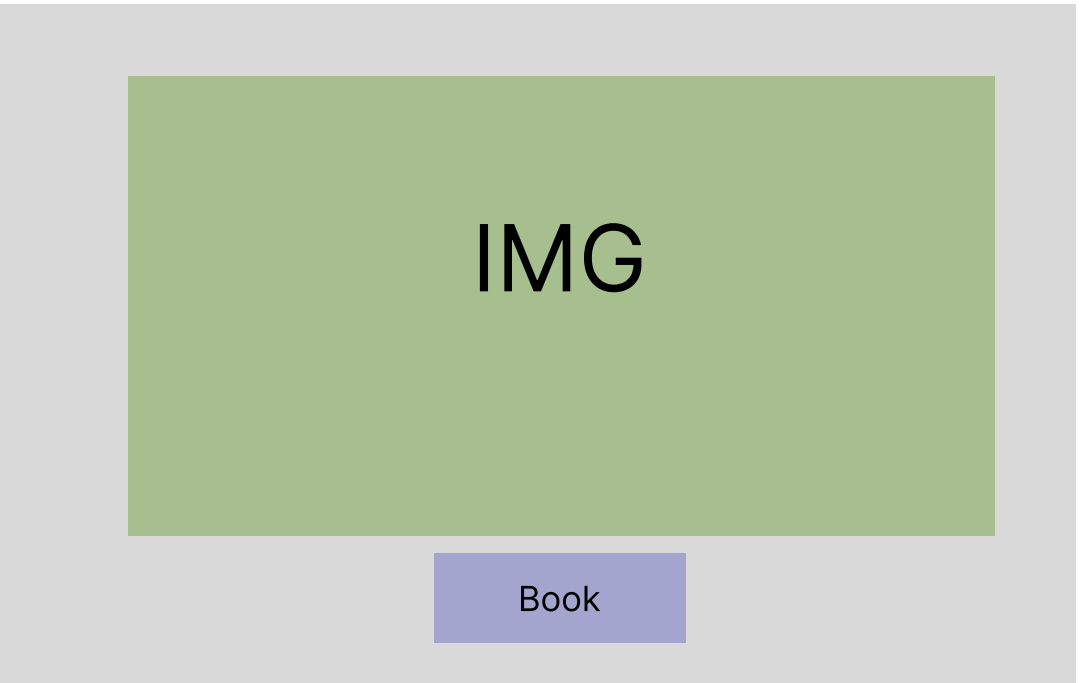
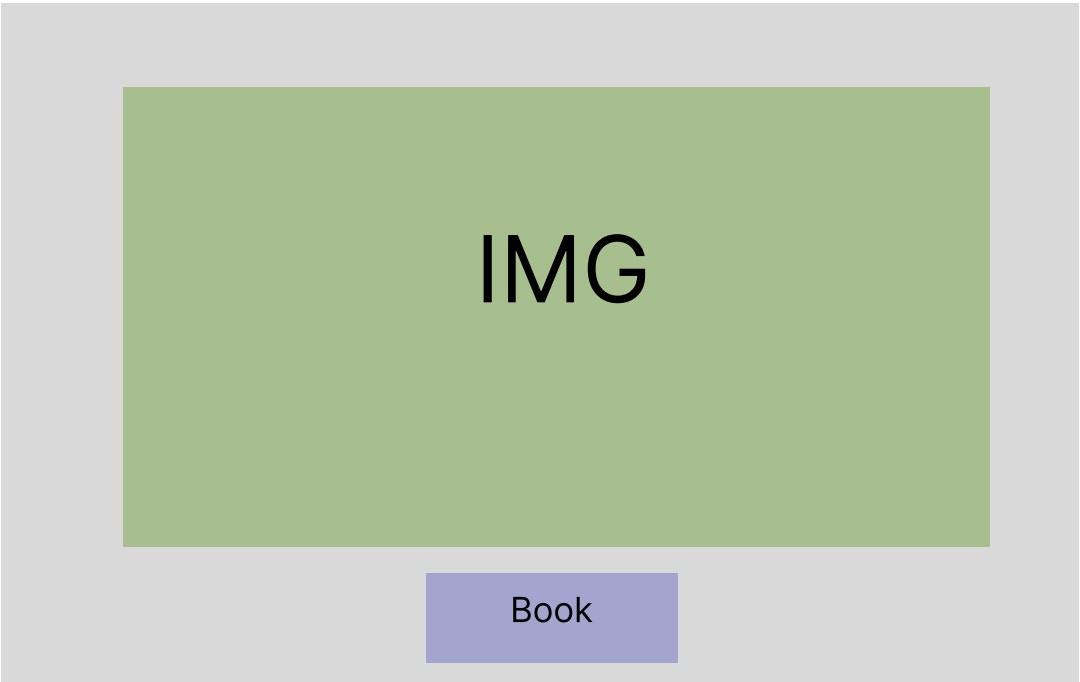
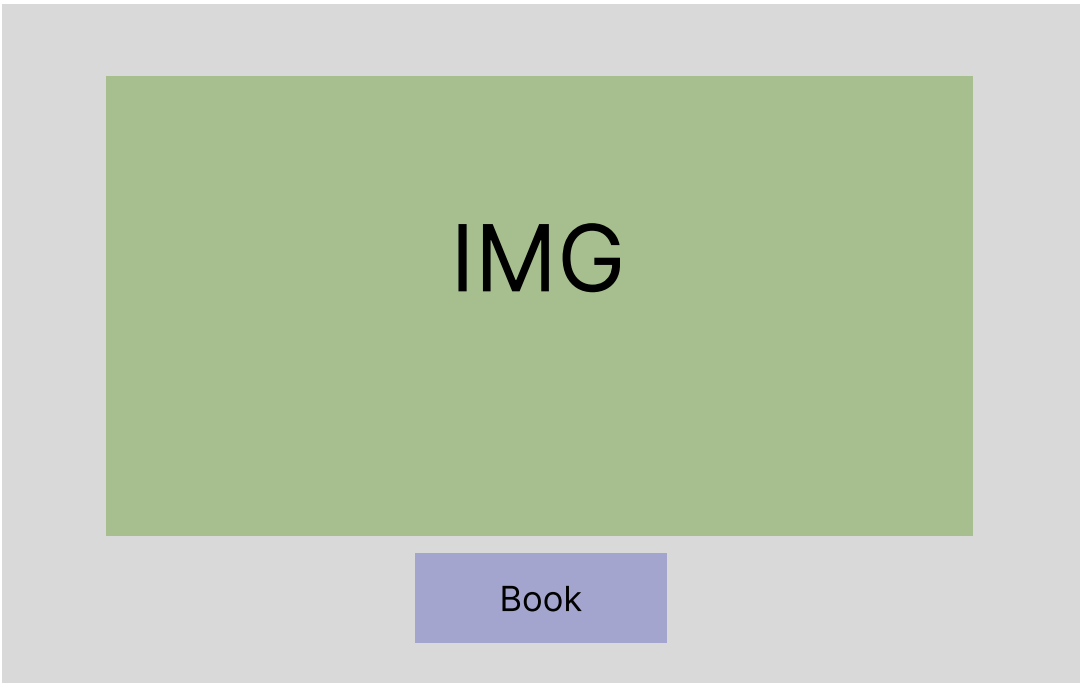
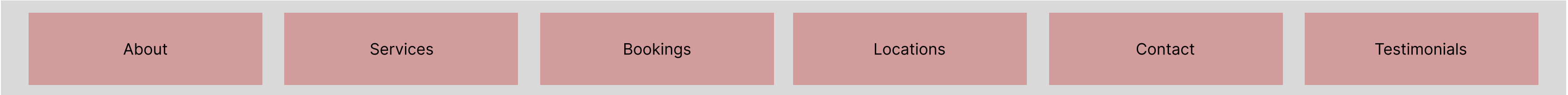
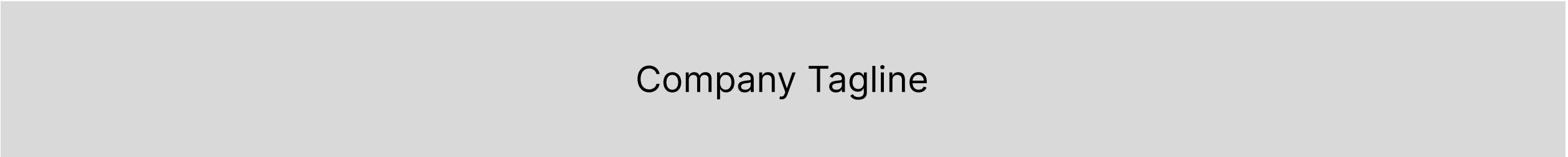


# Site Map of Paws by Chestnut + Hazel





# Customer Needs

- Convenience:
  - don't like to call in
  - prefer to book online
  - would like to pay online
  - need acceptance of different forms of payment
  - Recurring booking options
  - Office Visits
  - Home Visits
  - Pickup Services
- Service:
  - Prefer Same Groomer
  - Need option of booking same groomer
  - Need option to tip
  - Recurring booking options
  - Onsite Options
  - Possible pet allergies and preferences

# Customer Persona

## Goals & Motivations

- Enjoy Life
- Pursue Interests
- Spend less time on chores
- Clean Dog
- Well Groomed Dog
- Wine & Whiskey
- Food & Drink

## Challenges & Obstacles

- Cheapskate
- Doesn't like paying for things
- Independent
- Prefers doing things himself
- Doesn't like to negotiate
- Hard to decipher

## Quotation

“Leave all your love and your longing behind  
You can't carry it with you if you want to survive”

## Name

Fragonard Matisse von San Ignacio di Elsinore

## Age

47

## Gender

Male

## Location

Sunrise Manor, Nevada

## Occupation

Sommalier

## Job Title

Senior Sommalier

## Education

MFA, Gastronomy

## Annual Income

\$ 44,724.99

## Sales Objections

“I have student loans to pay”

“My dog doesn't need that”

“I can do that myself”

“I'm to busy”

“I don't have time for that”

“My lifestyle shouldn't visibly exceed my stated Income”

## Sources of Information

### Books

*Where the Red Fern Grows (1961)*

### Blogs

*dogblog.net*

### Conferences

*Food & Drink Unlimited 2023*

### Experts

*Giada de Laurentiis*

### Magazines

*Food & Wine*

### Websites

*chewy.com*

### Social Media

*instagram snapchat facebook linkedin*