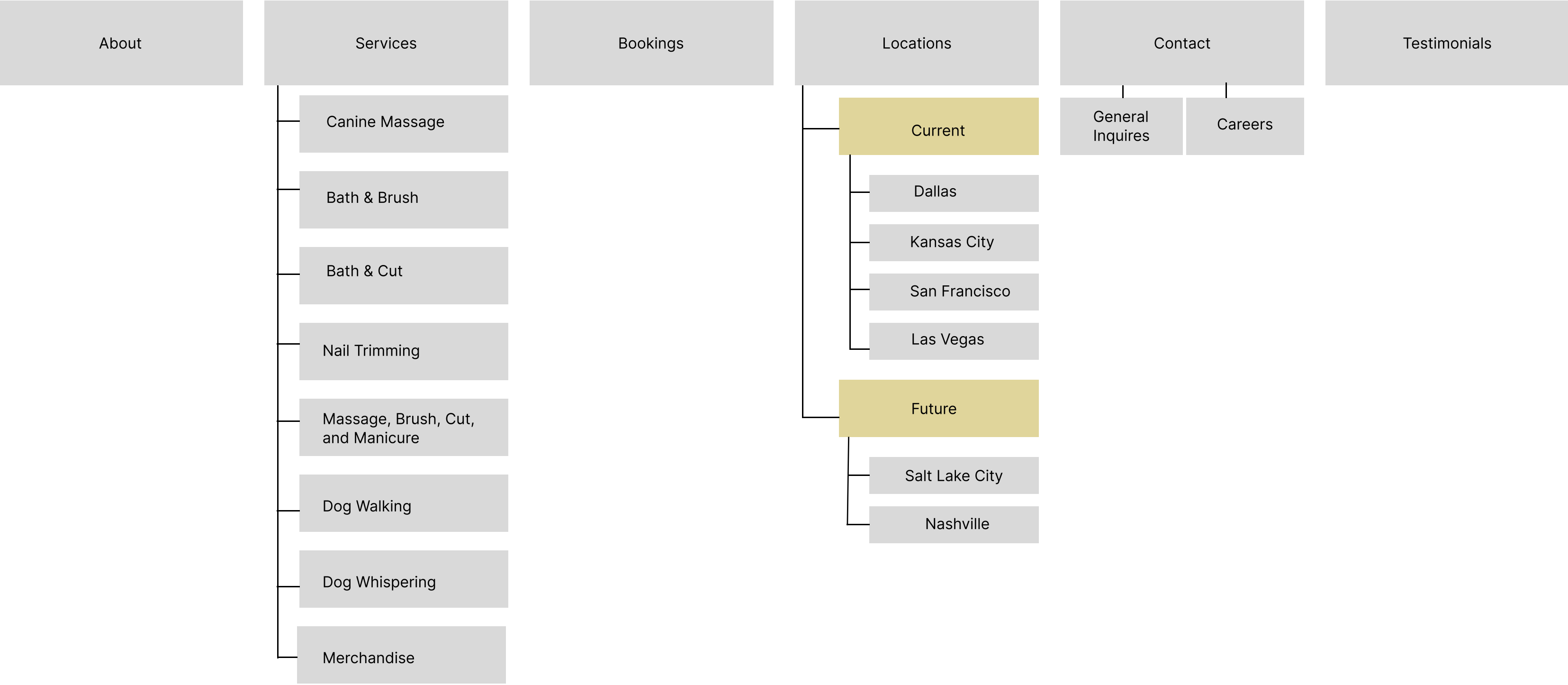
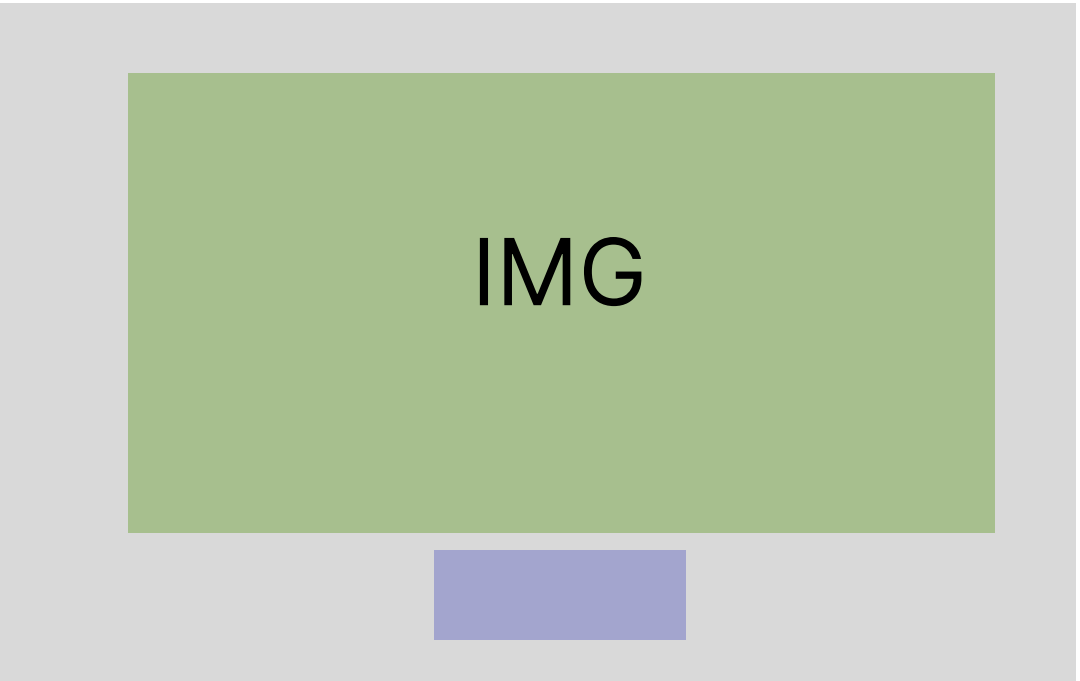
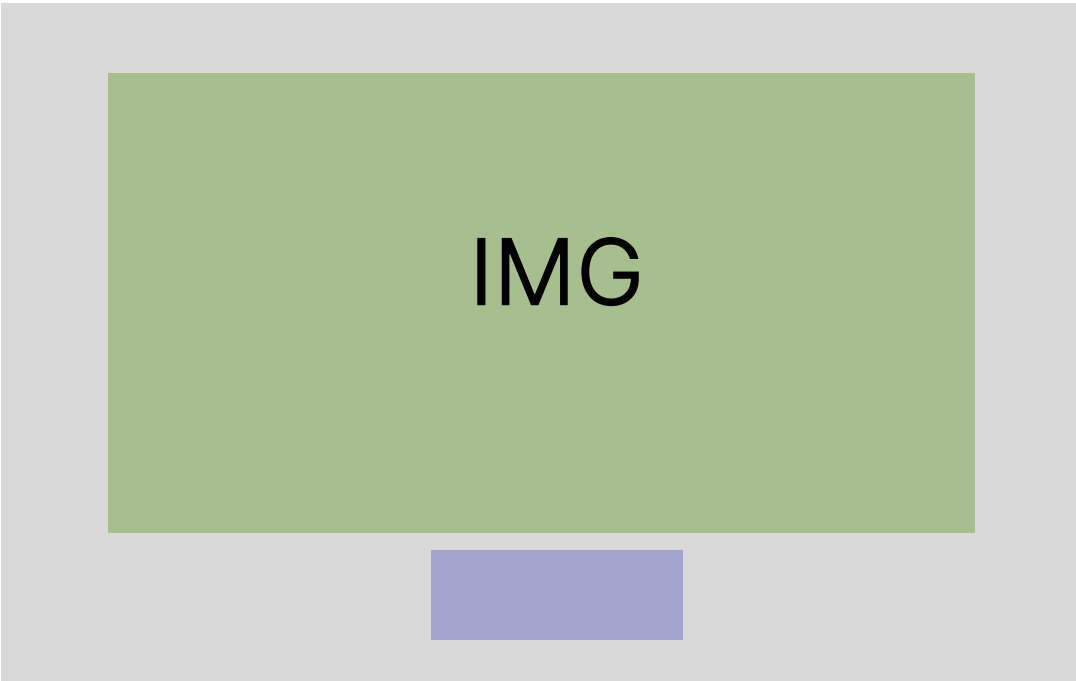
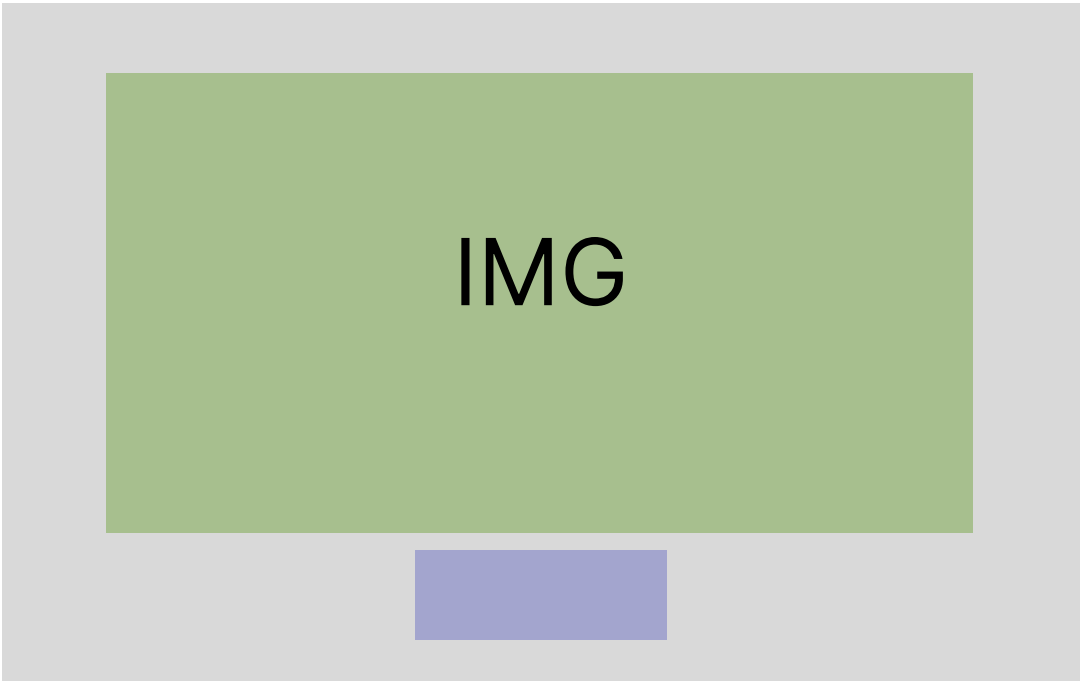
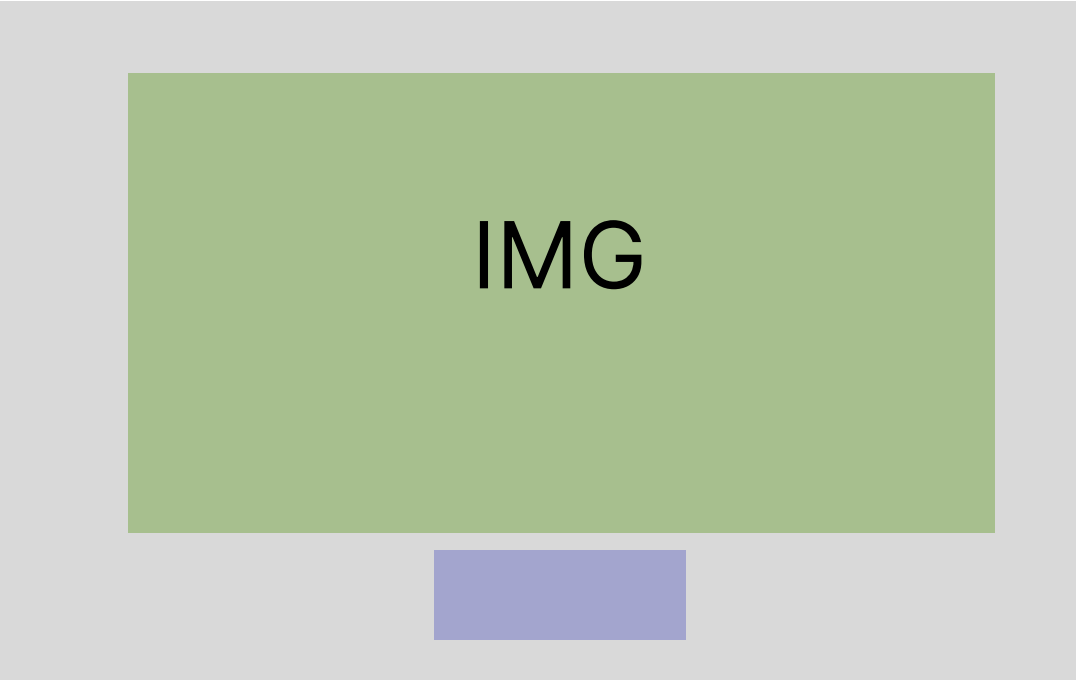
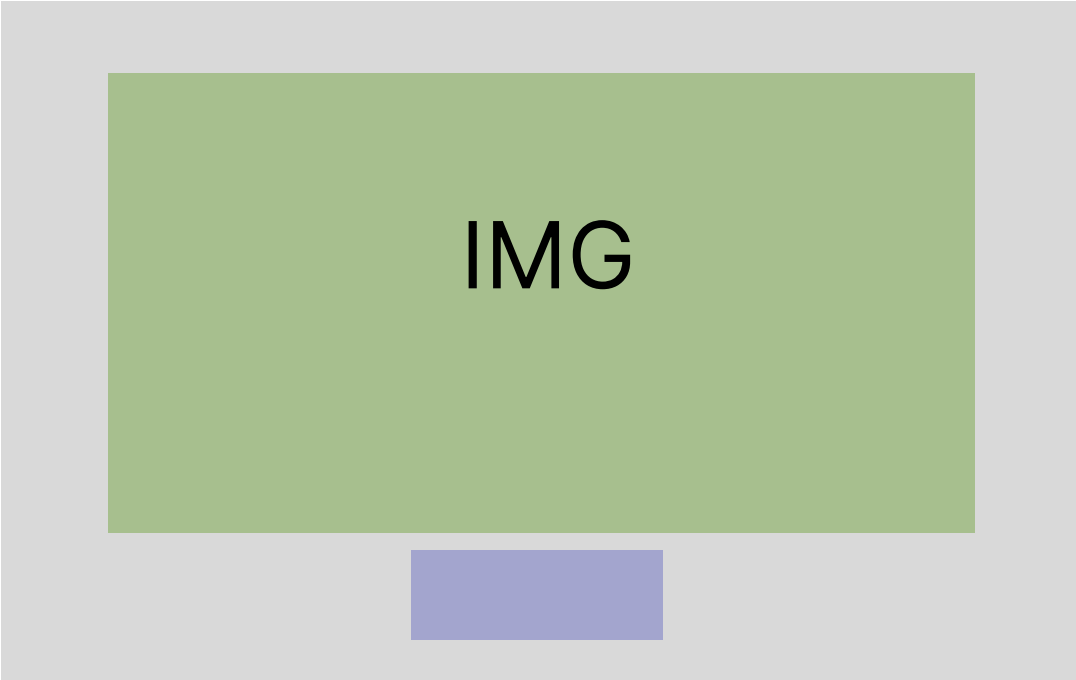
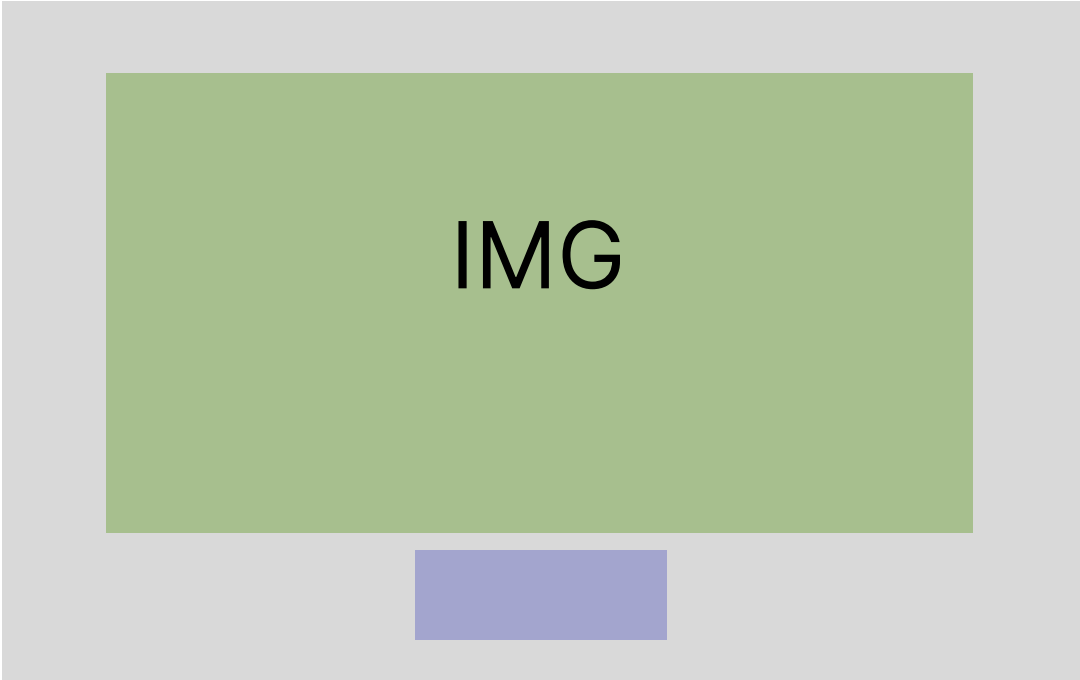
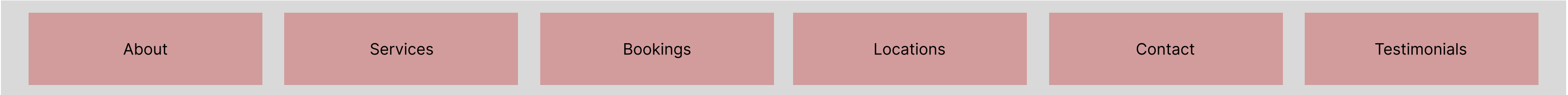
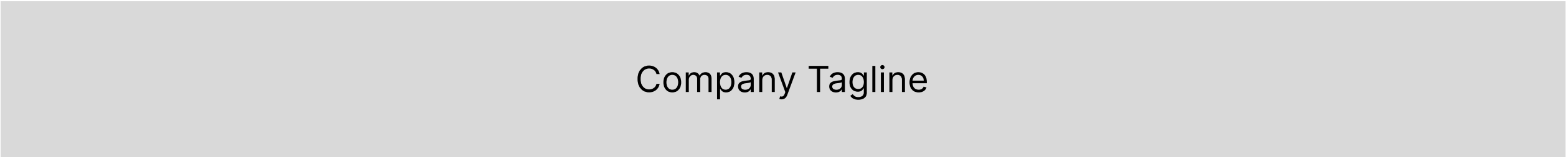


Site Map of Paws by Chestnut + Hazel





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

Blogs

dogblog.net

Conferences

Food & Drink Unlimited 2023

Experts

Giada de Laurentiis

Magazines

Food & Wine

Websites

chewy.com

Social Media

instagram snapchat facebook linkedin