




## Business Description

### Yappy Hour (Bar & Pet Adoption)

Yappy Hour is a restaurant/bar/pet adoption organization located in Pittsburgh. Yappy Hour seeks to give homeless pets a chance meet new potential fur-parents in a relaxed, fun atmosphere by providing a place where “hoomans” can come to enjoy a light lunch or dinner and drinks and interact with the pets while they are there, in hopes that they will make a good match and the pets will be adopted. In addition to the main restaurant area, Yappy Hour features an outdoor space where pets and humans interact and run more freely, and several indoor sunrooms for pets (and humans) who are better in a quieter atmosphere. In addition to the cafe and adoption services, they offer their own brand of homemade animal foods and sell a small variety of pet products.

# Group 3 Personas

Josh Friedman, Jacob Montgomery, and Kenzie Eggert

Personas			
  			
Name	Bob	Lindsay	Julia
Persona characterized by (Attributes)	Early 50s	Early 70s	Mid 20's
	Works long hours as a civil engineer	Retired	Entry level position at a tech startup
	Is somewhat tech savvy		Lives alone
	A very outgoing adult who likes to go to bars, watch sports, and just so happens to love pets as well	Shy cat lady who wants to make friends but does not enjoy loud environments	Talks to her various coworkers when they are on breaks
Desires (What are they visiting the site for)	Wants to wind down after his long hours at work by relaxing in the form of going to a bar and having a drink, while also seeing some cute animals too. Notably, he is not looking to adopt.	Wants to find out the different types of animals to inform her friends and family about the business. She is more about the animals over the drinks but does not mind an alcoholic beverage here and there.	Wants to adopt to make her apartment feel less lonely. She has always wanted a cat but was never able to have one cause her parents were allergic.
Behaviors	<i>After finishing shifts on the job, he likes to do a quick Google search on his phone to find bars near him that he can go to to wind down.</i>	<i>Is not super tech savvy</i> <i>Has long amounts of free time during the day to spend on the website</i> <i>Will most likely view the website on a computer with a large screen</i>	<i>Wants to be able to save information about the animals for in person adoption</i>

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## Scenarios

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
Bob, a middle-aged civil engineer that works locally from Pittsburgh, has finished a hard day at work and really wants to have a drink, watch some sports, and see some cute dogs to cheer him up.	Gets in his car, does a quick Google search to find local bars that are along his commute home, and comes across the highly reviewed Yappy Hour.	Reads some reviews on Yelp to determine if this is where he wants to go and sees that it's a bar that ALSO has adorable animals, where he then immediately puts up the directions to the place on his phone's Google maps.	Drives to Yappy Hour with the help of Google Maps.	Finds a seat in the restaurant where he then orders his drink, and watches some sports.	After a few drinks he decides to go to the outdoor area to play with the animals to relax after his day at work.		
Lindsay, a retired woman living near Pittsburgh was recently having a conversation with her friend about popular cat breeds. Lindsay's favorite cat is a Siamese, and her friend's favorite is a Scottish Fold. Lindsay wants to find out if both breeds are at Yappy Hour to see in person with her friend, and more about the environment there.	Goes to site's home page.	Discovers the "animals" page and searches for her desired breeds.	Finds the breeds she is looking for.	Reads the details about the animals and if they are an indoor or outdorr cat.	Has found all the information she was looking for.	Calls her friend on the phone to tell her more about what she found, so that they can go visit Yappy Hour in person.	
Julia, a new hire at a tech startup in Pittsburgh, has been looking to adopt a pet. She had mentioned this to a coworker while on break and was told about Yappy Hour.	She goes to site's home page to learn more about the adoption process.	She finds the "adoption" page and reads up on the process.	Next she looks at the "animal" page to see if there are any that she likes.	She finds a cute cat that she thinks would be a good fit.	She checks the cat's profile to make sure it is still up for adoption and will be out when she goes.	She goes to the bar to meet the cat and instantly falls in love.	She adopts the cat on the spot and takes it back to her apartment that afternoon.

