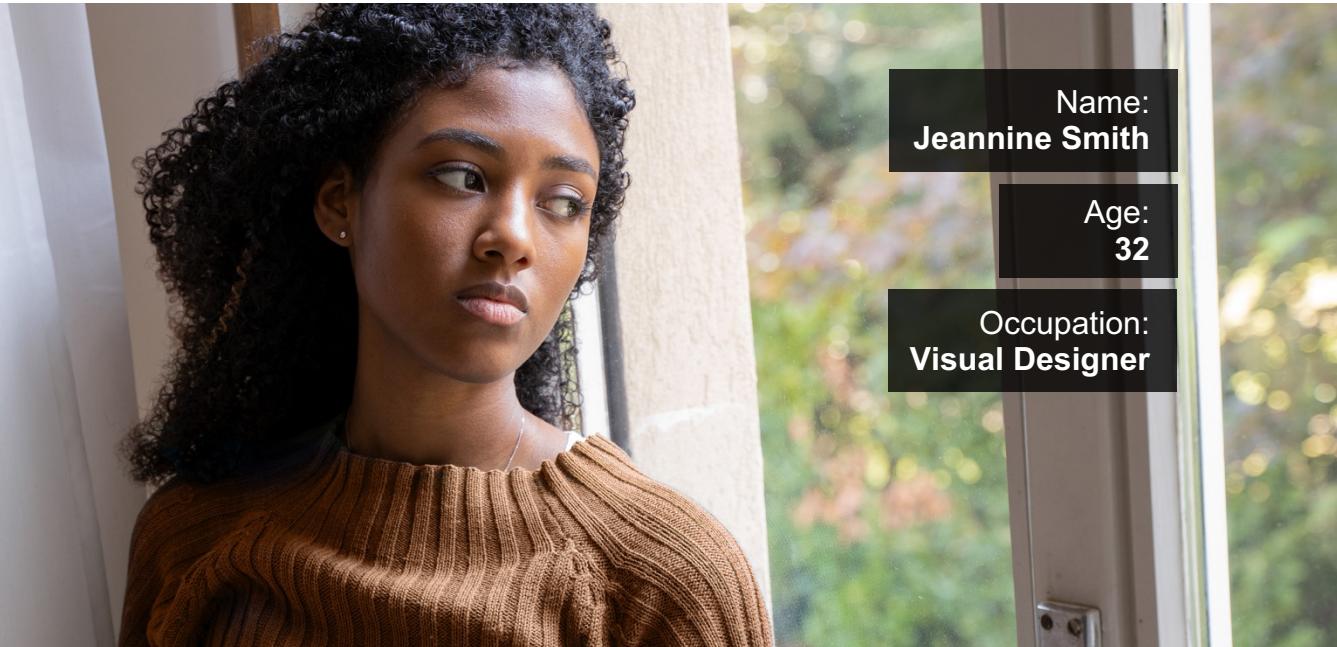


Adopt-a-Dog User Persona

Prospective New Dog Owner



Other details about Jeannine:

- She is a creative professional adult that recently switched to working from home.
- She lives alone in a small 2-bedroom house just outside of Seattle, WA.
- Her house has a small fenced-in backyard and a nearby casual hiking trail.
- She has a long-distance partner that visits monthly.
- The pandemic and working from home have put a toll on her mood and personality.

Jeannine's hobbies:

- She likes to go on mild to moderate hikes.
- She's not keen on tent camping but does like to stay in cabins as a getaway.
- In her free time, she likes tinkering and doing small DIY or art projects.
- To wind down, she loves binging tv shows relaxing on the couch with a glass of wine.

Jeannine's current life goals:

- She is looking to get promoted at work, but living alone makes it difficult to be excited and motivated on a regular basis.
- She's pretty handy with small projects, looks for new DIY projects to practice her skills on. Building a dog house would be a great start.
- She would like to adopt a dog to keep her company and bring life to her home while giving more purpose every day. This will promote a regular routine and allow her to be more active which will motivate her to keep progressing in all aspects of her life.

Jeannine' devices:

- She uses a MacBook Pro 16" with an external 34" ultra-wide monitor.
- Her mobile device is an iPhone 12 Pro.
- She prefers to use her computer to research on dogs to see the pictures in large.