**Adopt-a-Dog User Persona**

**Prospective New Dog Owner**



Name:

**Jeannine Smith**

Age:

**32**

Occupation:

**Visual Designer**

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 is 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.