Name: Shirley Smith

Age: 65-85

Occupation: Housewife // Retired

Family: Husband, No kids

Living situation: Lives in a one-story house with her husband with no kids or grandkids

Low Tech Efficiency

Motivations:

- Her husband is very busy at work and misses someone to talk to.
- She is looking for new companionship.
- She believes that a pet will bring her emotional support and keep her busy while her husband is at work.

Core needs:

- She is an elderly lady so what she can do is very limited. She needs a pet who is very low maintenance or one who is on the older side and is already trained.

Persona: Emily Carter – First-Time Pet Adopter

- **Age:** 26
- **Occupation:** Graphic Designer
- **Location:** Chicago, IL
- **Tech-Savviness:** High (frequent online shopper, mobile app user)
- **Needs:** Looking to adopt a dog for companionship but is unsure of the adoption process.
- **Pain Points:** Overwhelmed by choices, unsure how to determine the right pet for her lifestyle.
- **Goals:** Easily browse available pets, understand adoption requirements, and complete the adoption process online.

Name: Billy

Age: 40-60

Occupation: Farmer

Family: Wife, three kids

Living situation: Lives on a farm with his family

Motivations:

- He wants to get a new dog because he needs help on his farm
- He would like for his kids to be able to have a dog to play with.

Core needs:

- He needs a certain breed of dog that can help with animals and that is also good with kids.

Dan Martinez

Age: 38

Occupation: Vet Technician

Family: Wife, 1 kid, 2 foster dogs

Motivations:

- Passionate about rescuing dogs with medical conditions, disabilities, or behavioral issues
- Wants to ensure special needs dogs find patient, loving, and capable adopters
- Advocates for adoption over buying pets
- Uses social media to educate people about misunderstood breeds & special needs pets

Core Needs:

- Pet listings and their biographies to see which pets may need additional help