

# PalPaw Personas

Palpaw

January 31, 2025

## Persona 1: Sarah The Compassionate Pet Owner

### Name & Role

- **Name:** Sarah
- **Role:** Suburban pet owner, casual wildlife enthusiast

### Quick Summary

Sarah is an elementary school teacher who owns a beloved cat, Mochi. She occasionally encounters injured or stray animals in her neighborhood and local parks. She wants a simple, reliable way to rescue these animals, share animal-related content, and help reunite lost pets with their owners.

### Goals & Motivations

- **Immediate Help for Found Animals:** She wants to know exactly what to do if she finds a hurt or lost animal—no guesswork or wasted time.
- **Community Connection:** She values a friendly, welcoming community of fellow animal lovers where she can share stories, see updates, and get support.
- **Convenient Tools:** Prefers mobile apps or user-friendly websites that simplify complicated steps, like identifying a wild species or contacting a local rescue center.

- **Supporting Wildlife Centers:** Interested in donating and buying merchandise to support rescue efforts.

## Environment & Context

- Uses her **smartphone** regularly for social media, messaging, and online shopping.
- Lives in a suburban area with frequent sightings of both domestic pets and common local wildlife.
- Busy schedule between teaching and personal life; needs quick, on-demand solutions.

## Frustrations & Pain Points

- **Fragmented Resources:** Currently must check social media groups, forums, or multiple shelter websites to help lost or injured animals.
- **Uncertainty Around Wildlife:** Unsure how to identify certain animals or which rescue center accepts them.
- **Emotional Stress:** If Mochi is lost, she wants an easy way to reach her community quickly rather than posting on scattered platforms.

## Typical Scenarios & Key User Stories

- **Finding a lost pet:** Sarah posts a detailed lost-pet notice on PalPaw. Nearby users see the post and notify her when they spot Mochi.
- **Wildlife rescue:** Sarah finds an injured bird and uses PalPaw's AI-powered image recognition tool to identify it. The app suggests the nearest wildlife centers that accept birds.
- **Photography & engagement:** Sarah participates in seasonal wildlife photography events, earning badges for her profile.
- **Donating & shopping:** She browses the PalPaw store and buys a wildlife rescue center's T-shirt, contributing to their fundraising efforts.

- **Content sharing:** Sarah uploads a post about her cat Mochi's birthday, interacts with comments, and filters posts by category to read adoption success stories.
- **Following Wildlife Centers:** Sarah favorites a local rescue center to receive updates about their latest rescues and donation needs.

## Quote

"I want a single, easy-to-use app where I can find my lost pet, help injured wildlife, support rescue centers, and engage with other animal lovers—without getting lost in unrelated content."

## Persona 2: PanHong - The Wildlife Rescue Coordinator

### Name & Role

- **Name:** Pan Hong
- **Role:** Coordinator at “PanHong Wildlife Center”

### Quick Summary

Panhong manages intake, volunteer coordination, and fundraising at a mid-sized wildlife rescue center. He needs a more efficient way to connect with volunteers and the public, while ensuring that only relevant rescue requests reach his center.

### Goals & Motivations

- **Streamlined Intake & Communication:** Prefers receiving relevant rescue notifications based on the species his center can handle.
- **Attract Volunteers & Donations:** Seeks a user-friendly platform to share stories, post volunteer openings, and collect online donations.
- **Educational Outreach:** Enjoys sharing daily care tips and success stories to engage and inform the public.
- **Fundraising Through Merch:** Wants to sell branded products to help raise funds for wildlife care.

### Environment & Context

- Uses a **desktop** at the office for admin work and a **tablet** for on-site rescue management.
- Familiar with local social media groups but finds them inefficient for handling inquiries.
- Works with a small team and relies on community engagement for volunteers and funding.

## Frustrations & Pain Points

- **Unfiltered Inquiries:** Receives many rescue requests for exotic species or animals outside their expertise.
- **Manual Coordination:** Must manually track volunteers and donations, which is time-consuming.
- **Limited Public Awareness:** Struggles to keep potential donors and volunteers engaged.

## Typical Scenarios & Key User Stories

- **Managing animal intakes:** panhong sets accepted species in PalPaw, ensuring that only relevant wildlife cases reach him.
- **Volunteer recruitment:** Posts a call for winter volunteers. Within days, interested users sign up.
- **Donation campaign:** Launches a fundraising event for medical supplies. Donors contribute directly through PalPaw's platform.
- **Merchandise store:** Lists wildlife-themed merchandise on PalPaw's online shop to generate funds.
- **Community engagement:** Shares daily updates about rescued animals and tips on wildlife conservation.
- **Emergency alerts:** Uses a pop-up notification to request urgent supplies from supporters.

## Quote

“I need a platform that helps filter incoming rescue requests, engage volunteers, manage donations, and sell fundraising merchandise—all in one place.”