ANIMALITO COUNTY

Animal Shelter

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Contents

CLIENT BRIEF

Background 2
Challenges 2
Objectives 2
Products & Benefits 3
Target Customers 3
Key Customer Insights 4
KPI's and Deliverables 4
Data Dictionary 4
Budget 4
Timeline 5

PERSONAS

Persona Details 2
Interview Data 2
Interview Questions 3
Interview Data 4

Client Brief

Background

Business Ecosystem

In the widely urban Animalito County, there have been high numbers of stray dogs and cats left to roam the streets and fend for themselves. Due to the small size of Animalito's community, it was difficult to allocate funding toward animal services until February of 2021, when the Animalito County Animal Shelter was founded. Animal lovers in the community have generously donated their time and money to support the founding and continued operation of the shelter. Animalito County Animal Shelter's main service is offering cats and dogs for adoption. They are also responsible for assisting with transporting animals and rehabilitating them during their stay at the shelter. The shelter is unique from other shelters in that weekly events are held to raise awareness for the shelter and offer low-cost healthcare services for pets, such as vaccines and microchipping.

- B2C
- Communicates with customers via email, phone (calls and text), and social media.
- Distribution model: None.
- No third parties are involved.

Project Overview

Animalito County Animal Shelter wants to:

- Increase visibility for Animalito County Animal Shelter on the web
- Facilitate customer and business interaction
- Increase adoption rate
- Foster a community

About Animalito County Animal Shelter's launch:

- Animalito County Animal Shelter is a new animal shelter launching locally in Animalito County.
- The shelter aims to facilitate the adoption of dogs and cats, animal transportation, and animal rehabilitation.
- In addition to its essential shelter duties, Animalito County Animal Shelter is also giving back to the community through weekly events where low cost vaccines and microchipping services are provided.

Challenges

Market Challenges

- Low consumer confidence will be a challenge as Animalito County Animal Shelter is a new shelter. The shelter needs to build trust with the community as a reputable animal shelter with enough facilities to provide adequate care to their animals.
- Standing out among competitors will be a challenge since there are other shelters in the area with similar goals and services to Animalito.

Internal Challenges

- The number of employees and their availability will be a challenge as they are needed to maintain a social media presence & weekly events alongside primary shelter duties.
- The city's investment/allocation of funds toward shelter needs to be enough to accommodate this campaign.

Marketing Challenges

- Low response from potential and existing customer base
- Lack of existing marketing data
- Low interaction with potential customers
- Low interaction on social media with existing customers

Objectives

- Create brand awareness on social media for Animalito County Animal Shelter in 3 months
- Establish engagement with audience on social media for Animalito County Animal Shelter in 3 months
- Obtain 30 adoptions from Animalito County Animal Shelter by April 30, 2023

Client Brief

Products & Benefits

Featured Services:

- Animal adoption (dogs and cats)
- Animal transportation to shelter
- Rehabilitation for shelter animals
- Weekly events offering low-cost vaccine and microchipping services

Benefits of adopting with Animalito:

- Animalito offers discounts on adoption for those who attend weekly vaccine and microchipping events.
- Animalito offers discounts on adoption for those who choose to adopt two pets at once.

Why adopt from Animalito?

- Animalito County Animal Shelter is a no-kill shelter dedicated to not only saving animals from the streets, but also rehabilitating them.
- Animalito County Animal Shelter uses its weekly low-cost vaccine and microchipping services to give back to the community.
- Supporting the shelter keeps more animals off the streets and in loving homes.

Why choose Animalito vs. other shelters?

- Other local shelters do not offer the weekly low-cost vaccine and microchipping services that Animalito provides.
- Animalito is community founded and focused.
- Not only is Animalito one of the few no-kill shelters in the area, but it is also the only local shelter to provide rehabilitation for their animals.

Target Customers

Type 1

- 20-26-year-old white male, college graduate, Houston, TX, $40K-$80K household income. His hobbies include exercising, art, and gaming. He lives alone in an apartment just outside of Houston and wants a pet companion that can keep up with his lifestyle. He spends 4-6 hours a day on Instagram and YouTube. He follows the brands Nike and Nintendo and often shops online at Amazon.

Type 2

- 40-55 year-old Latina female, parent, Sugar Land, TX, $80K-$150K household income. Her hobbies include cooking, online shopping, and visiting local parks. She has 3 kids ages 5, 8, and 13, and she loves spending time with them. She is busy working and taking care of her children and does not have a lot of free time. She wants to get a family pet for her children. She mostly uses Facebook and Instagram, spending 2-3 hours on them each day. Her favorite brands include Kohl's, Ross, SHEIN, and Starbucks.

Key Customer Insights

- I like when videos on social media come with captions so I can watch videos in public without worrying about disturbing others with the audio.
- Some computer programs have too many options. It can get overwhelming with that much information at once.
- I wish online ads could be more relevant to my interests without being annoying and invasive.
- Ads should not interrupt the content I am trying to consume.
- I want a pet that is easy to get along with and adapts to my lifestyle.
- Though pets are a lot of work to take care of, they bring me happiness and companionship. They're like another member of the family.
- It can be hard to connect with my community and build a personal connection with them. However, I think when a community is built, it can be an important and helpful part of life.

Client Brief

KPI's and Deliverables

Data analytics for social media platforms will be retrieved via Google Analytics.

Objective 1

KPI 1: Gain 150 followers on each social media platform

- 150 followers on Animalito County Animal Shelter's official Facebook page by September 15, 2022
- 150 followers on Animalito County Animal Shelter's official Instagram page by September 15, 2022

KPI 2: Gain 500 page views on each social platform

- 500 visits to Animalito County Animal Shelter's official Facebook page by September 15, 2022
- 500 visits to Animalito County Animal Shelter's official Instagram page by September 15, 2022

KPI 3: Get 1,000 post impressions on each social media platform (views on any social media post)

- 1,000 views on a singular Animalito County Animal Shelter Facebook post by September 15, 2022
- 1,000 views on a singular Animalito County Animal Shelter Instagram post by September 15, 2022

Objective 2

KPI 1: Gain 500 likes on teach social media platform

- 500 likes on posts from Animalito County Animal Shelter's official Facebook page by December 15, 2022
- 500 likes on posts from Animalito County Animal Shelter's official Instagram page by December 15, 2022

KPI 2: Gain 80 comments for each social media platform

- 80 comments on posts from Animalito County Animal Shelter's official Facebook page by December 15, 2022
- 80 comments on posts from Animalito County Animal Shelter's official Instagram page by December 15, 2022

Objective 3

KPI 1: Have 7 of the adoptions occur through QR code adoption discount redemption on shelter event days

KPI 2: Have 15 of adoptions occur through a unique link for inquiries on Facebook and Instagram advertisements

KPI 3: Have 8 of adoptions occur from inquiries on Petfinder.com

Data Dictionary

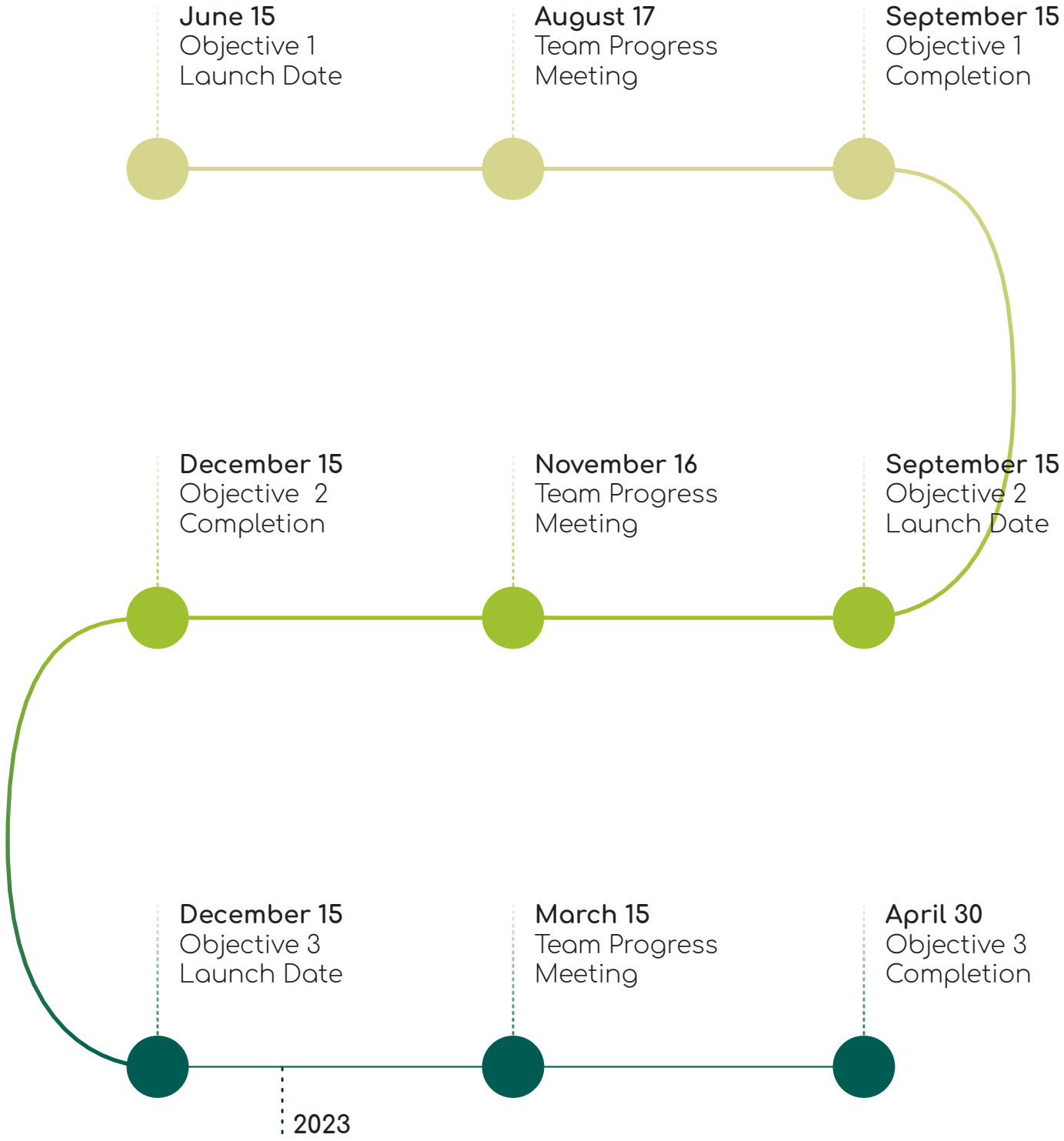
No existing content was provided by the client.

Budget

$150,000

Client Brief

Timeline



Based on 6 People

Kyle Simmons

Bio

Kyle is a recent college graduate. His hobbies include hiking, camping, and biking. He lives alone in an apartment just outside of Houston and wants a pet companion that can keep up with his active lifestyle. He spends 4-6 hours a day on Instagram and Youtube, showing off his active lifestyle.

Demographics

Age - 24

Gender - Male

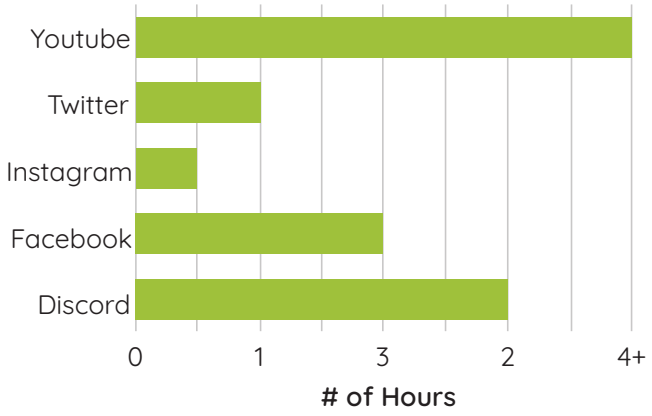
Ethnicity - White

Education Level - Bachelor's Degree

Location - Houston, TX

Annual Income - $75,000

Daily Social Media Consumption



Preferred Communication Methods

Email

Social Media - YouTube, Instagram, Twitter, Facebook

Hobbies & Interests

- Working out
- Arts (Crafting, Drawing)
- Going out & socializing
- Video games

Needs & Wants

- User-friendly interfaces for technology programs
- More free time for creative pursuits
- Spend time more resourcefully
- A pet that suits personal lifestyle, helps destress, is engaging and playful

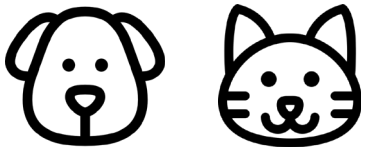
Frustrations

- Intrusive and unrelatable ads
- Stress and fatigue from work and daily responsibilities
- Lack of motivation and procrastination
- Financial strain

Shopping Habits

- Online shopping
- Takes advantage of sales
- Gaming brands
- Fitness brands

Preferred Pets



Based on 4 People

Maria Sanchez

Bio

Her hobbies include cooking, online shopping, and visiting local parks. She has 3 kids ages 5, 8, and 13, and she loves spending time with them. She is busy working at an office and taking care of her children and does not have a lot of free time. She wants to get a family pet for her children.

Demographics

Age - 45

Gender - Female

Ethnicity - Latina

Education Level - Associate's Degree

Occupation - Remote Sales Associate

Location - Sugar Land, Texas

Annual Income - $80,000

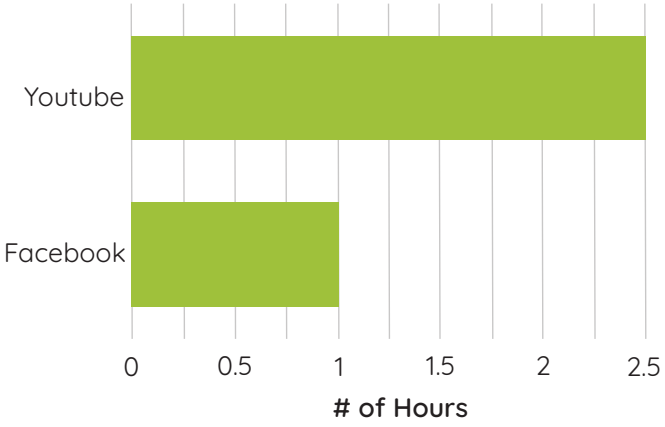
Kids - 3

Preferred Communication Methods

Email

Social Media - YouTube, Facebook

Daily Social Media Consumption



Preferred Pets

Hobbies & Interests

- Going out with friends
- Shopping
- Tutorial videos

Needs & Wants

- Kids to be happy and cared for
- Effectively maintain household
- Connecting with community
- A pet that's good for a family

Frustrations

- The emphasis on using technology in modern times
- The amount of personal information that's on the web
- Intrusive advertisements
- Difficult to find the right kind of pet

Shopping Habits

- Both online and in-person shopping
- Takes advantages of sales

First Name	Demographic									Interview Questions		
	Gender	Age	Ethnicity	Education Level	Marital Status	Kids?	Profession	Annual Income	Pet Ownership Status	1) About interviewee	2) Typical day	3) Spare time/Hobbies
Valentin	Male	25	White	Some college but no degree	Single, never married	0	Cleaner	$25,000 - $49,999	Owns a pet	25 year old bi male, enjoys reading and watching content about science, especially space, enjoys gaming.	Works as a cleaner and walks a lot.	Stays active by doing walks and going to the gym.
Edward	Male	22	Latino	Associate's	Single, never married	0	Student	$100,001 or over	Owns a pet, wants a pet	Likes drawing, spider-man, drives a car, goes to UH	Usually on phone with girlfriend. Draws, goes to work, comes home, showers (usually in morning and night), stays up drawing then goes to bed, on Twitter in bed. Hangs out with girlfriend on Fridays.	Art, cosplay and sewing, 3D printing stuff, either buying or painting fabrics. Otherwise plays video games, but not that often. Otherwise, reading comics.
Isabelle	Female	24	White/Asian	Bachelor	Single, never married	0	Customer Service	$75,000 - $99,999	Owns a pet	Enjoys crafting, dreams of designing toys. Works for a toy company in customer service, studied computer science & sociology but interest is in design, likes meeting people and social video games, going for walks as part of job and with friends	Recently started job. Wakes up early on weekdays to drive an hour to work. Stays at desk except for days with group walks. Lately tries to catch up with friends and going out during weekends.	Browsing on internet. Trying craft streaming or chatting with friends. On weekends, figuring out things to do. It's tricky because life has changed in the past three weeks from the pandemic, which was all free time.
Dagoberto	Male	23	Latino	High School Degree or Equivalent	Single, never married	0	Self-employed Computer Programmer	$0 - $24,999	Owns pets	23 year old self-employed programmer and artist. Likes to make and play video games.	Gets ready for day, eats, freelance computer programming. Works on own projects that take all morning. Rest of the day helps parents outside then back to work on the computer. Days vary: sometimes hang out with friends, work out sometimes.	Programs, plays video games, draws, free running, parkour. Plays sports like Tennis and Soccer.
Josh	Male	27	White	Bachelor's degree	Married	0	improvement analyst at software company	$150,000 - $174,999	Owns a pet, wants a pet	A contiuous improvement analyst at Kingland; enjoys nature and all things active; has a 2-year-old border collie; married and expecting baby boy this September	Works remote, in the morning has meetings and works in home office; after work takes dog on a walk or to dog park; makes dinner and spends an hour or so catching up on movies and tv	Reading, hiking, biking, kayaking, climbing
My	Female	22	Asian	Bachelor's degree	Single, never married	0	Scientist 1 Technical Rotational Development	$75,000 - $99,999	Wants a pet	22 year old recent college grad with a degree in biochemistry with a focus in research and labs. Her hobbies are video games and working out.	Wake up, make coffee and go straight to her computer to watch tv or play video games.	In her spare time she likes to work out, play games or read.
Suja	Female	57	Asian	Associate's	Married	4	Stay-at -home Mom	$100,001 or over	Owns a pet	Wife and stay-at-home mother of 4 kids. Enjoys living in the countryside with a loving husband. 3 kids are grown and 1 is still at home. She has a farm with livestock and pets.	Most days are very normal. Wakes up, checks house, brings dogs in house since it's hot. Has breakfast, tends to garden, come in and check phone messages. Prays and call friends and family. Cooks and cleans daily.	Loves gardening, shopping and buys new plants and things to make a flower bed. Loves making soap with different designs. Some arts and crafts. Most things outdoors, like with gardening.
Brandy	Female	35	Black or African American	Associate's	Single, never married	1	Business Analyst	$125,000 - $149,999	Wants a pet	She's a 35 year old mother of one working as a business analyst for a healthcare company. She Like to play video games, the piano, and craft things.	Life is hectic, works 2 full-time remote jobs so she's on the computer most of the day. She takes care of her daughter when not working by cooking and having fun with her.	In her spare time, she loves to sleep, learn new songs on the piano, drink wine, hang out with friends and watch tv
Gloria	Female	43	Latina	Less than High School degree	Married	2	Self-employed/Cleaner	$25,000 - $49,999	Owns a pet/ wants pet	Happy with her life with her older son studying and younger daughter in the house; likes to work, study, cook, clean, and engage with family	Gets ready for the day, work, cook, clean the house, and prepares for the next day, takes care of her daughter by giving her a shower	Exercise and read
Lili	Female	51	Latina	Bachelor's degree	Divorced	4	accountant	$75,000 - $99,999	Owns a pet	A mother of 4. Likes salsa dancing. Is from Ecuador.	Gets ready and goes to work, runs errands and picks up groceries, comes home and cooks dinner	Likes to dance and be active.Goes to kids' school events. Goes out with friends on the weekend for dinner or live music. Winds down by watching shows on Netflix.

4) Home Environment	5) Daily issues and approach	6) Experience with technology	7) Technology pain points	8) Social media platforms	9) Social media content	10) Opinion on social media ads	11) Brands followed on social media
Lives with dad and his lady in a 3 bedroom apt on 11th floor. In one room most of day. Original apt is same - same bldg on 4th floor, currently going through a renovation.	For depression physical activity, interacting with others and the cats and drinking medication helps. Currently dealing with a heatwave so minimal clothing, cold water and a fan help.	Have been using the internet since I was 5, have had my own phone since I was 8, my own computer since I was 13.	Only recently got a job, upgrading tech is difficult, stuck with a glitchy phone and old hardware, causing software issues	Discord, Twitter, YouTube and Twitch. Discord to interact with most online friends and online communities. YouTube and Twitch are favourites to watch things and interact with people.	On Twitter, current events and other news. On Twitch, long form gaming content and interactivity, on YouTube various videos to be entertained or to learn something interesting.	Finds ads annoying and sometimes intrusive, they very rarely apply to the self are closed/skipped quickly.	Game developers, musicians, movie or tv series and their actors.
Usually stays in room all day.	Fatigue. Instead of taking a nap when he shouldn't, drinks water and does something productive or funny - like drawing silly things, or looking at game news. Talks to gf about stress or find a way to deal with it. Or eat.	Likes learning about technology and learning new programs. Adapts to new technologies and programs very quickly. Same with 3D printing.	Cluttered UI is a big pain point because it's overstimulating and difficult to understand. Also a pain point for 3D editing software. It's too much information at once.	Mainly twitter to scroll and browse through. Used Instagram and got a good following through drawing fanart, but eventually left. Recently got back into posting art on Twitter. Wants to get back into Instagram in the future.	Mainly uses TikTok and Twitter. Twitter for getting updates on news for games, artists, comics, funny videos. TikTok - general content, helpful art videos. I love "stupid" content on these platforms. Funny cat and dog videos	Depends on the kind of advertisement. Dislikes ads that are not relatable or made badly - like an app trying hard to be "memey" and "relatable"	SEGA, Sonic the Hedgehog, Nintendo, mainly video game companies
Room is messy, weather is nice except during fire season cause California.	Commute, because gas prices. Considering public transportation but planning and inconvenience is tricky and carpooling is not an option. Feeling lonely as the internet is source of most friendships but can also be unfulfilling.	Grew up on internet, Tumblr and Facebook were first social media, joined for friends. Tended to have new technologies; phone, computer, tablet. Did video in high school. Interested in VR. Strong love-hate relationship with technology.	It's designed to be easy and comfortable to use but is very greedy. The lifetime of a technology planned obsolescence is pretty annoying. VR headset gives headaches after 30 mins of use. "Addiction to technology," going online and scrolling for a few hours.	Tumblr, Discord, YouTube, and maybe streaming on Twitch. Enjoyed doing craft streams but didn't love the platform and other aspects. Uses Facebook Messenger because its common and everyone/everything is on Facebook.	Avoids content about people she knows unless it's conversational, dont like scrolling through Instagram and avoid TikTok. Watches a lot of YouTube/video content, it varies on the YouTube recommended algorithm but recently, it has been livestreamer content and science videos.	Good way for people who make content she enjoys to make money without her directly contributing money. Willing to watch an ad for that, but ads have been annoying recently. Doesn't mind on a page. Prefers they make money off of ads rather than selling personal data.	Maybe Cartoon Network or Disney on YouTube, sort of some toy companies. Doesn't follow or check too much.
House interior is hot, but office stays cool. Lives next to parents and sister. Not very spacious because there's a lot of stuff and it's pretty small. Outside: full of animals, lots of dogs and cats. The neighborhood is quiet	Work-related, struggles with motivation on personal projects, finding ideas, feeling burnout, and procrastination. Handles burnout by playing video games then going back to projects later. To solve procrastination, removes distractions & works. Listens to music	Has a high level of experience. Programs, builds computers and experiment with them.	Technology is expensive	Uses Instagram, Twitter but not for personal reasons. Uses them to promote his projects and find inspo for art-related things.	Art from other artists and content creators, as well as references for programming and pretty pictures. Likes this content because it can be educational and gives inspo.	Depends on what type of advertisement; Likes cool ads for local events and occasionally goes to them. But only likes them on Instagram. Don't like Twitter ads because they are too random and clickbaity	Nintendo, Microsoft, Sony, Nvidia and other game companies. Follows clothing brands but only local or obscure ones.
Lives in 2-bed 1-bath rental home with little backyard in Portland, OR; in process of moving to Iowa to house with bigger yard	In work, deals with being a remote employee vs most of company being on-site or in different time-zones; outside of work, issues of finding childcare, making sure dog is cared for	Fairly technologically advanced, used to using computers tablets and phones	Technology is too good at what it does. It gets too distracting.	Preferred platform: Instagram; Other platforms: Facebook, LinkedIn	Stays up to date with family and friends posts, likes Instagram feed because it is well curated to interests, follows business influencers and travel influencers	Prefers pictures rather than videos; if video wants accesibility to content without turning on volume (including closed captions); in favor of tailored ads	Nike, Gym Shark, REI,
Both of her parents work so she's usually alone. Doesn't leave her room much.	Her issues revolve around her job and research. Sometimes her experiments don't go well. She approaches them by doing it over and over again or by asking her advisor for help.	She describes herself as being "boomer" level with technology, but can deal with the basics of a computer.	Not interested in technology so she doesn't use it much. If she does, it's to search the web and listen to music.	Uses instagram, Snapchat, Discord, and Twitter, mainly because her friends use them too.	On Snapchat she just watches her friends stories. On Instagram and Twitter she watches alot of workout, hair styling and cooking videos. There's also a lot of dog videos too.	Social media ads are a great way to advertise, but they' re usually targeted toward a very specific audience. She doesn't usually get ads that are catered to her.	She doesn't follow any brands, but she does follow celebrities.
Very peaceful. There is nothing out of the ordinary, just a simple home environment.	Living in the countryside, w/out older kids, she gets run ins with wild animals, esp snakes. She's the only one who can deal with them, so it can be difficult. Usually puts on a brave face and tries her best to deal with it.	Little technology except cellphone. Normally on WhatsApp and Facebook. Uses for calling and texting, but otherwise doesn't really use technology.	If there's something new with technology, she can never figure it out. Depends on husband or children with these. Like uploading a picture, or sending an attachment.	WhatsApp, Facebook sometimes, texting, phone calls, but also YouTube. They are convenient to use.	Facebook to connect with friends and family and YouTube to watch messages and tutorials - YouTube is where she learned how to make soap.	Dislikes unskippable ads on YouTube. For recipes on Google, there's lots of ads and it messes up the page and she can't get rid of them. On Facebook, some are innapropriate and not safe for kids. Some ads are ok and are useful. She might see a new tool to look for on Amazon.	Loves Pioneer Woman's for price and quality. Not big on brands, but likes some kitchen appliance brands (KitchenAid). L'oreal for makeup. Follows Pioneer Woman on social media. Uses Amazon and shops at Walmart in person
It's generally quiet, as she's surrounded by elderly neighbors. She has a large backyard that's perfect for hanging out and her home is very minimal and comfy.	Her issues stem from work. She Handles it by being diplomatic but stern. Does her best to make sure that people aren't taking advantage of her.	Has high experience level with technology since she works in tech. When it comes to hardware, not too crazy about getting the latest tech, but still enjoys using it.	She doesn't like how so much of our information is tracked on the internet. It also bothers her that we almost always have to be connected.	Uses Instagram to keep up with friends and Tiktok for entertaining and educational videos	She mainly sees silly reels, hair, and makeup videos. Rarely sees content from friends, unfortunately.	Hates advertisements on social media, they are overwhelming and invasive.	Only follows celebrities, not brands
Peaceful and beautiful home, respectful family, listen and respect the opinions of others	None really, security of surroundings with what happens in the news, approach it by having faith since religious	With these times, its great for learning, been pushing self to learn because its very necessary for these times	Not knowing how to deal or control misinformation	Facebook, Instagram, youtube, to stay informed	Info videos, nutritional videos, baby growing videos, and to learn	Doesn't pay attention to them, they aren't of her interest and she tries to delete/ignore them	None
Lives in suburbs in a decently big home. 3 of 4 kids live at home and only 1 is still a minor. Two children are in college and one in high school.	Maintaining the house, keeping up with cooking and cleaning, yardwork, etc	Does not consider herself tech-savvy. Does not use much social media and really only uses the computer for work.	Doesn't like that all her information is out there for everyone to see.	Only really uses Facebook and originally got it to see her daughter's posts	Watches recipe vids on Facebook. Often loses track of time watching the recommended videos after. Mostly short videos.	If watching something and an ad cuts it off, she closes it. Doesn't like that ads interrupt.	Ross, SHEIN, Amazon, JC Penny

12) Best way to hear from favorite brands	13) Reason to look for pet	14) Where to get a pet	15) Pet search process	16) Role of animal welfare in pet search	17) What you look for in (adoption method)	18) Pet qualities	19) Favorite kind of pet
Text or image form; Tends to avoid videos if on mobile data.	A pet is like a family member who can be loved, touched, petted. Owning a pet is also great for mental health, especially after intense mental trauma.	When looking for current pet, looked online for anyone selling kittens, although is aware that it would be good to adopt them from a pet shelter.	Looking online	Make sure the pet wouldn't have any negative genetic abnormalities that would affect it's lifespan and overall feeling.	**Unanswered**	Looks for pet that is playful and kind, not one that only comes for food and then hides all day. Fluffiness also plays a big role. A downside is when it's hot during the summer and the fluffy animal struggles.	Cat person. Owned a cat for the vast majority of life. On his own, it would stay at that, but would compromise if a partner wanted a different kind of pet, like a dog, parrot, or any other.
Twitter is the best way due to dislike for YouTube ads. Would interact with something on Twitter because they're not forced - he's not interrupted by them.	Deeply loves animals. The thought of animals being put down makes him want to have every single one of them.	It doesn't really matter. If he could choose a specific location, it could be one of those farms where they let animals run around, or a shelter and get an older animal that he can help enjoy life.	Would look it up on Google.	Animal welfare plays a very big role. If he learned while adopting a dog that it had a history of bad owners, he would choose that dog to make up for all the bad people it went through.	Need to be treating the animal well, keeping them clean, up to date with shots, etc.	Likes all of them except snakes. All animals are nice and if you treat them nice they'll be nice back to you. Except snakes.	Likes dogs, cats, and otters. Likes dogs most, specifically big dogs that are happy and smiling. Ones he can wrestle with but will also be calm and relaxed.
Doesn't like hearing from them. Likes if they have media she finds interesting enought that she is going to seek out herself.	Usually wants another pet, like a cat. So a want/need for a pet.	Usually an adoption sort of situation, when a pet needs a home. Through adoption centers, online, or friends.	Depends on the situation, so if its a chicken, or sheep, usually seeking places that sells them. Doing indepth research on the internet through blogs and such. Asking friends and roommates.	It plays a big role. For her rabbit, learning about the breeder and their standards. Wanting to get a pet out of a bad situation. But if anyone is profiting from pets, then its important those animals are being taken care of well.	**Unanswered**	One would like a pet with a good temperament, not killing other pets. A cute pet.	Likes cats and bunnies. Chickens are nice because having a pet that is able to give you breakfast is really cool. And they're really funny, they have such personality.
Likes to get emails when they have promotions, but prefers to get ads from the products themselves. (seeing sale ads when opening the switch, getting ads in the packaging, etc.)	Would look for a pet to keep him company, it's a lot of work to maintain an animal so it also depends on the situation. May bring in a stray dog because he feels bad.	Usually gets them from breeders, for purebreds. Doesn't like the extra charges from shelters. A big reason he goes to breeders is that at shelters, some dogs come with problems like aggression or sickness. With breeders, there is a lower chance of that	First, finds a local breeder on the internet or hear from someone they know with the breed that he wants. Then goes to the breeder and plays around with the animals to see which one he wants	It plays a large role, likes to go to breeder because you can get the pet from birth so you can catch the problems before they happen and train it from a young age. Some shelter pets can have hidden problems and he doesn't like knowing that some shelters put animals down.	Makes sure the animal doesn't have any sickness or problems. He also makes sure the breeder takes care of all the animals properly.	He likes a dog that is humble and sweet, his current dog doesn't hurt anything and is very kind and motherly. Basically, he wants a dog that doesn't cause trouble, calm but still playful	He likes dogs the most because cats are mean, but his favorite type of pet are turtles. He's always thought turtles were cool.
Not emails; prefers info straight from brand's social media posts or notifications from their apps	Wanting a companion, to bring joy and excitement, has available time and love to give	Open to anything (breeder, shelter, craigslist) as long as they come from a good place and take care of their animals	Petfinder.com, looking at local shelters, researching best breed for them, then finding a goodstanding place to get that breed of dog	Very important, needs dog to come from a positive background, has had past dogs with baggage that ended up being aggressive and hard to care for	accurate representation of what the animals are like (temperment, appearance, demeanor); the way they represent themselves online; costs and vaccination status	Active, intelligent, can be easily trained, can join on outings, likes cuddling, can be near other animals	Dogs are his favorite because they are very good friends and always want to be around you
She hears about brands from celebrities and influencers wearing or advertising them. She also likes to research brands.	She had a dog when she was younger, but her parents didn't allow her to get another one until she graduated and got a job. She wants them because they're cute.	She would look to adopt from a shelter, but the process can be a pain. If adopting doesn't work out, She'll look for a breeder.	First, she looks into shelters that have hotdog dogs. She specifically looks for a straight hair male puppies and picks them based on how cute they are. Usually checks from websites, but sometimes she'll also look from a breeder.	Animal wellbeing is very important, she wants a healthy dog that doesn't have any physical sickness	She researches both shelters and breeders to make sure they take good care of the animals.	She looks for a cute male hotdog dog that is still a puppy so that she can train him.	She likes dogs because she had one when she was younger and they are very active.
Looks for what's new - prints, styles, etc, or existing prints on new appliances. Usually sees these things show up on the Walmart website. Can see updates on any kitchen appliances through their website too.	Wants pet that has a job. Dogs and cats should do their job. If they don't have any purpose for her life, she does not want to keep them. At the same time,loves them and care for them and make sure they are comfortable and healthy.	Normally gets farm-raised Great Pyrenees dogs from a breeder since she lives on a farm and needs them to take care of farm animals. Usually doesn't go through this process with cats since most will do the job for pest control. For dogs, she sticks to a breed she's familiar with that don't have difficult personalities.	Never gone to a shelter for great pyrenees - always a breeder. Uses Google to find them. For cats, either gone to a shelter or her kids brought them from somewhere. It's usually her kids that bring in cats thanks to her daughter that works with fostering cats.	Animal welfare does not play a role in her pet search. She cares about their welfare but animals on the farm need to have a job, so she does not consider animal welfare other than getting healthy animals that do not have a difficult past and personality.	Would only get a puppy from a shelter to make sure they handle her farm well. For cats, likes to see their personality and will not take sickly or disabled ones so she can care for properly. For breeders, wants Great Pyrenees raised in countryside. One of her dogs was from the city and has a bad personality for the farm.	Wants to make sure the animals are friendly, not attacking anyone, etc. At a shelter they have their personality and background, so that makes it easier to know which pet is best.	Likes pets that have freedom at her house. Dislikes having birds that have to be in cages, or dogs that need to be indoors. Can have cats indoors. But animals that can't have freedom are not animals she wants. Makes sure my dogs have a big places to run around, same for chickens.
Texts are ideal as long as they don't send too many	To appease her child and to have a friend to hang out with when she's home alone	She would get her pet from the humane society. She like to have pets that are already looking for a home. Also, its cheaper to go to the humane society	She starts by booking a time at the humane society, looks at the dogs for a few hours, tries to look for a connection between her and the dog before choosing.	Never puts too much thought into well-being, but makes sure that the pet feels loved and is healthy. The condition that the pet is already in doesn't really have too much influence.	She looks to make sure the dog isn't aggressive and is well kempt.	It has to be good with kids, laidback, and playful. It also has to be cute because she doesn't want an ugly dog.	She loves dogs because they have more personality. They're also easier to integrate into the family.
Unanswered	Wants a caring animal. Likes pets.	From a pet store, it seems more secure, they are more taken care of, strays aren't vaccinated	Visiting various locations	That the animal be okay, looking for a pet to care for	**Unanswered**	A pet that is friendly, caring, to be inside the house, because she has a baby and doesn't want a dangerous dog	Poodle, because she likes them
Email is okay. Doesn't like texts. Likes hearing from apps downloaded for the brand.	For her kids. They really wanted a dog and she wanted them to be happy.	From a local place, not a big company. Either a breeder or a shelter. Probably breeder because you can get the dog as a puppy and be aware of health issues.	Word of mouth from friends and coworkers. She asks around for local places and then checks them out herself.	Would need to make sure she has the right accomodations before she gets the pet. Also wants to get it from places she knows takes care of their animals.	The biggest thing is cleanliness and how the animals are treated.	Hypoallergenic and no shedding was important due to some family members' allergies. Also wanted dogs that weren't too active and could lounge around with the family.	Doesn't really like cats so dogs are definitely her favorite.

20) Favorite pet breed	21) Pet search challenges	22) Role of pets in your life	23) How pet fits in your daily life	24) Opinion on social pet events	25) Thoughts on community	26) Why attend a community event
No specific favorites, but the fluffier they are, the better, like the Maine Coon. First cat was a Russian White, current cat is a Scottish Straight.	Finding the right pet can be anxiety inducing. Many things could happen to a pet that leave it disabled or dead. If a person loves an animal, their species or breed may not be an issue.	Old cat has played the role of a sibling that he never had, petting him has helped him when dealing with school stress, and he will forever be thankful to him.	Wanted cat since his old one passed away 3 years ago, and his mom passed away over a year ago. Treats cat like a daughter, making sure she's well taken care of. She's a great de-stresser.	Never been interested in those. Assumes they may be distressing for some pets with all the strangers and other animals around them.	Pretty neutral, assumes it's pet lovers showing off their loved ones and participating in events that show pet abilities, looks, etc.	Probably to see what they are like, though unlikely to take his pet as that may be distressing to her.
Samoyed dogs and Great Pyrenees dogs are his favorites because they're big and naturally smile, and have jowls.	Some places in his area may not have a specific type of animal, or his living situation may not allow for an animal.	Used to be scared of all animals, especially dogs, as a child. He met his uncle's dog and got over his fear of dogs with her.	Take him for walks, lay on the couch and be lazy.	Likes this because his pet will make new friends as long as the other pets aren't hurting other pets.	Very welcoming and inviting community - hasn't experienced an isolating community.	Doesn't know. If he had to, it would be to interact with other people. Maybe a competition would draw him to a community event.
French Angora Rabbits because they are soft, beautiful, and amazing. And their fur for wool fiber.	Already had so many, trying to find someone to take in a pet. When getting the Angora bunny, had to travel states.	Has had several animals, cats, dogs, sheep, bunny, and crawfish	Cats are just kind of there, feed them needed, mom usually feeds them, take care of litterbox needs, hug them	Animals that aren't socialized can be dangerous to other pets. People care about their pets, they like to talk about them so putting them in a setting where they can do that and show of them off makes sense. Feels that only works for dogs.	Thinks it's of the most important things that is largely missing in her experience. People find it in different places. Has generally held that it's very important to try to make a community better if part of one.	If it was something that seemed interesting, she could go with others, or if she was part of the commuinity, she'd want to attend to support, add, and feel part of it. Needs to feel like there was a reason to go.
His favorite breed of dogs is labradors because they are smart and obedient.	It could be a challenge because it takes a lot of time since he doesn't go to shelters. Having to shop around for the right price is time-consuming. As far as looking for turtles, it's not easy finding any other than the common pet turtle.	He's been around pets his entire life, He's always had some sort of animal in the household. Because of that, he sees and interacts with animals well. Knows how to handle aggressive animals because he's used to how they act, so he's not scared of them because of that.	In his daily life, a pet would fit in as a companion who hangs around him as he goes about his day.	He doesn't go to them often, because his dogs don' t know how to act around new dogs. He likes going to them as long as all the animals knows how to interact with each other.	Community is really important, you have to make one if you live around others, you'll always need someone's help at some point.	He would attend an event mainly to meet people and have fun. Networking, making friends, and more.
Intelligent breeds: border collie, German shepard	Finding dogs that meet his criteria, coordinating time for application and meeting dog, some shelters are too restrictive with who can adopt with unrealistic expectations	Taught responsibility as well as being a good friend, has gotten him to become more familiar with his neighborhood and community	Dog keeps them active and on a consistent routine,	Thinks they're great, enjoys seeing animals and playing with them	Community is super important, likes to use community to improve situations, tries to get involved with local non-profits	likes the feeling of giving back and making a difference, also to connect with likeminded people
She likes hotdog dogs because they're short and cute	Looking for a pet is a lot of work and she might not even get the dog that she wants. Also, breeders are very expensive and she hasn't started working yet.	She was an only child and wasn't allowed to play with the neighbors, so she would always play with her dog. she did everything with her dog	She has a hybrid job so when she's home, her and the dog can chill. While she's home they'd go on daily walks so they both can be fit. The dog would basically be another part of the family.	It's important for dogs to interact with others so she thinks they're important. Unless they cost money.	Believes community is important, it's good to have good people around so you can become a good person and learn good skills. It's very important for pets and humans to interact with others.	She would attend events if she can afford to, but usually, she wouldn't willingly go to them.
(already stated - Great Pyrenees for dogs, no preference for cats)	Sometimes it can be hard to find a pet that best suits her home environment (farm, temperment, etc.)	Growing up, lived on a farm and had many types of animals (Goats, dogs, cows, chickens, peacocks, etc.). All the animals had a job, but still pet them and love them.	Her dogs are a huge protection. They make her feel safe. And the cats are good pest control in the house, and it makes her at ease since they can take care of pests.	Never takes pets for any social pet events. They only leave the house for vet visits.	Goes to church - that's her community. Looks forward to talking and spending time with them.	Attends for fun - and seeing people she loves and enjoys. Just to have a relaxing time together, getting to catch up, and socialize.
Labradors are her favorite because two pets in her life have been labs. They have good personalities and are generally good dogs	Not being able to connect with the dogs in the Humane society can cause issues. The lack of availability of a dog that matches her lifestyle causes many inconveniences.	Confidant, friend, emotional support, and companion.	As long as the dog isn't too needy or clingy they would be a perfect fit. It would make her daughter happy and allow her to get moving around.	She think pet socials are weird. Sometimes people bring dogs that don't do well with others and arent trained so it ruins her experience.	Community in its ideal state is nice. Likes the concept of "it takes a village". Knows ideal community isn't always a reality so it doesn't play a role in her life.	She doesn't attend community events at all. She's tried in the past but it feels weird. People can be strange so it's hard to connect with them
Poodle	Because it's difficult to find the kind she wants	They're like another member of the family, they spark joy, are friendly, destress/therapy	If someone else arrive who was part of the family, then dedicate time to train, teach, care them; making sure their needs are met	There are some really interesting, like pet shows on tv where they race, what kinds they are, seeing all the different types, its entertaining	If we were more united as a community, we could make the country a better place	To participate, to entertain, have fun, to be informed, and to coexist
Only ever had small dogs but if she were to ever get another dog, she'd like to have a medium to big size. The cutest are weenie dogs or chiweenies (chihuaua + weenie)	Making sure that the pet is a good fit for the family	Pets make her feel needed and loved. Loves seeing how excited they are when she comes home and know they rely on her.	They bring her happiness and keep her company. They can also be a pain. Her dogs pee everywhere.	They could be nice but would never take her dogs there. They're too hyper and crazy around other dogs.	Community is very important. It's good to give back and do service.	To serve the community and feel good about helping.

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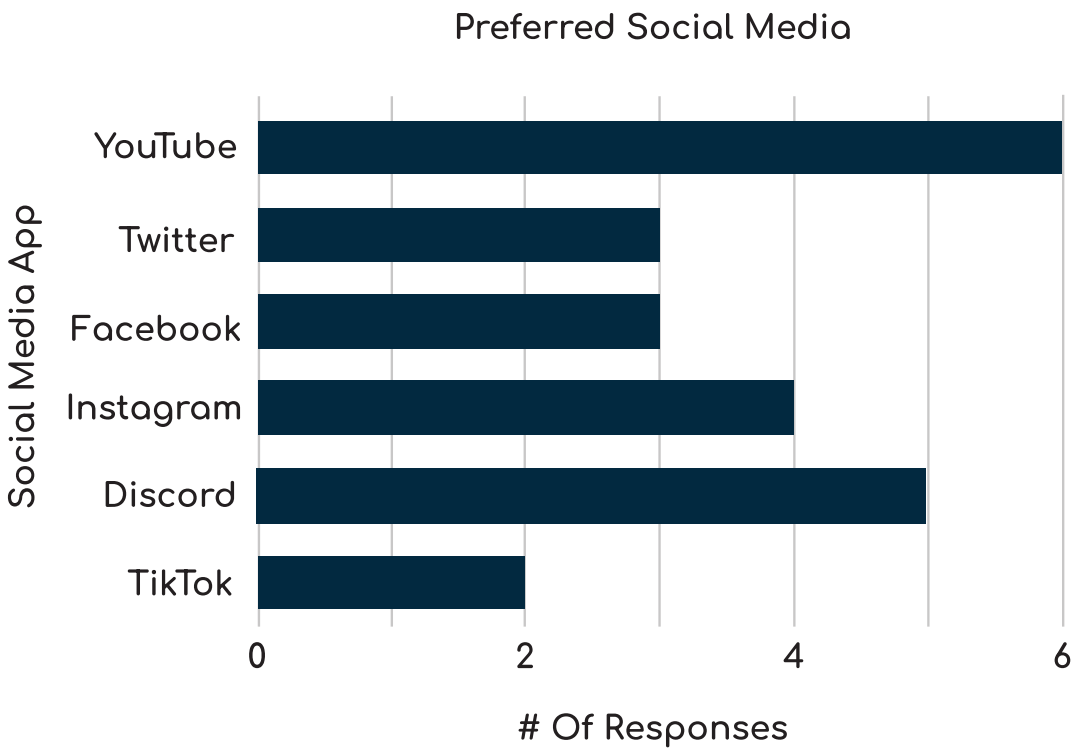

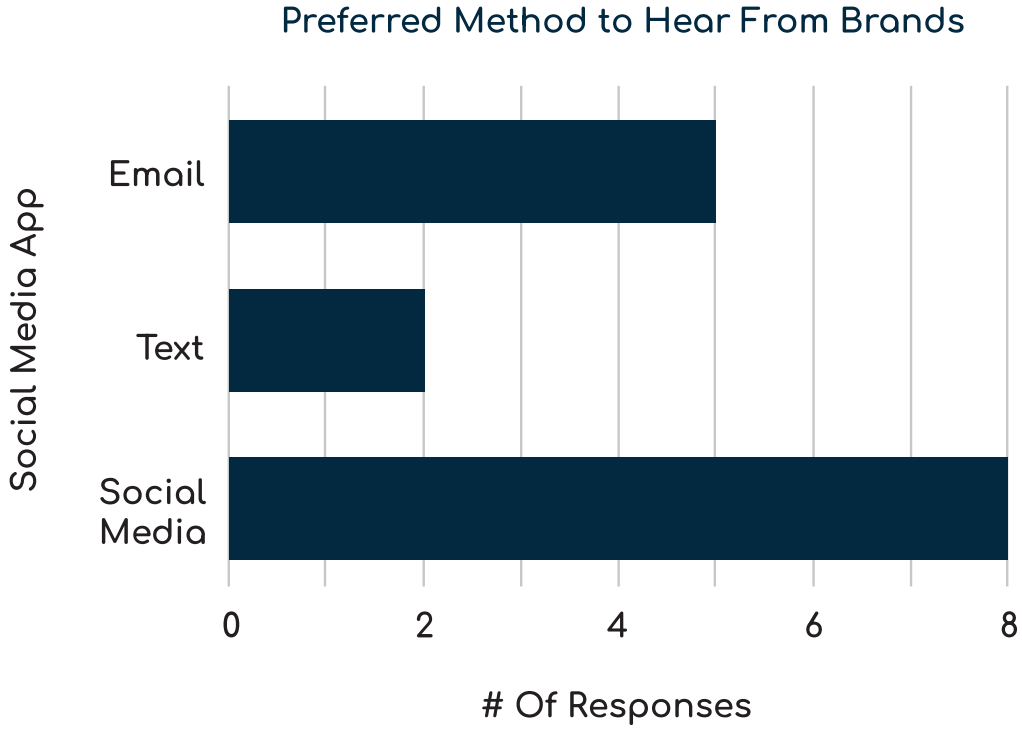

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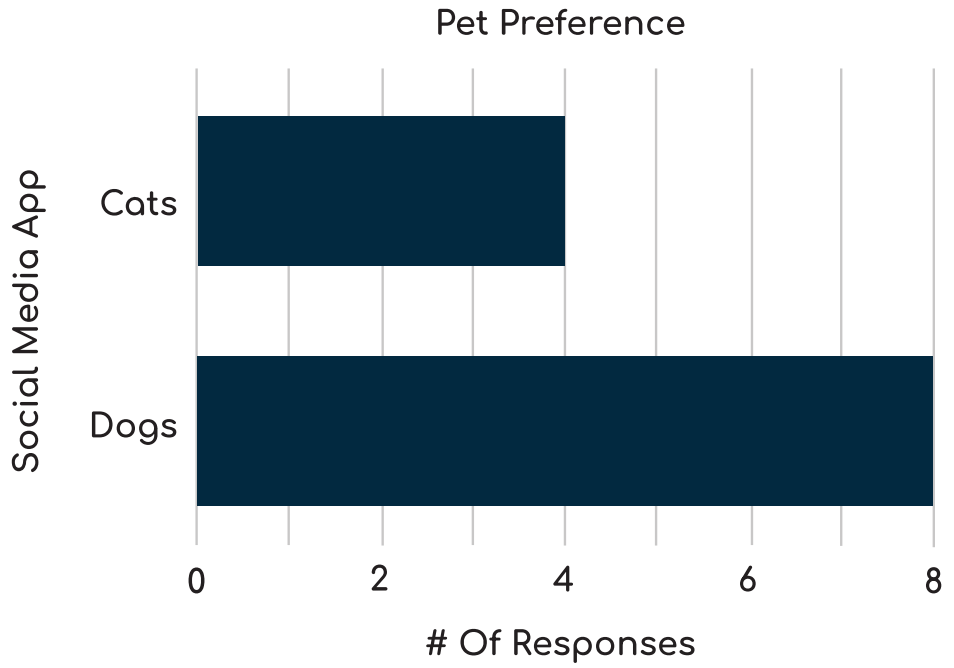

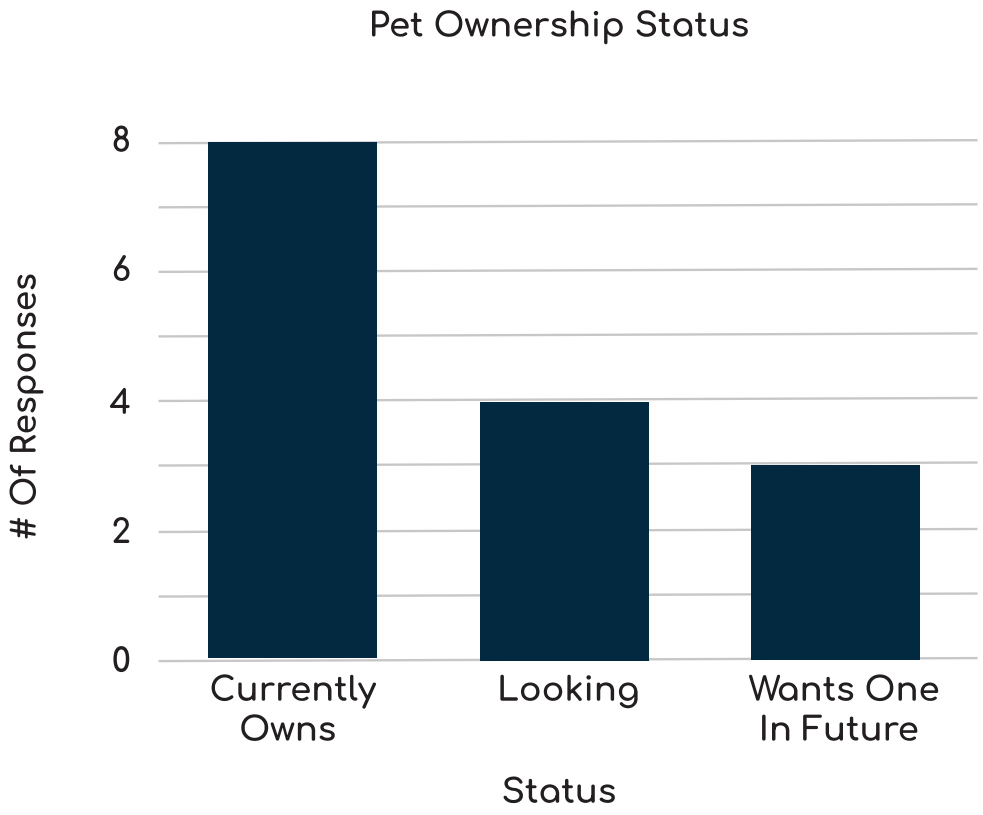

Interview Questions

General

1. Tell me about yourself.
2. Describe a typical day in your life.
3. What do you do in your spare time?
4. Describe your home environment.
5. What are some issues that you encounter in your daily life and how would you approach them?

Social Media

6. What is your experience with technology?
7. What are your pain points with technology?
8. What social media platforms do you use? Why?
9. What kind of content do you consume from social media? Why?
10. What is your opinion on advertisements on social media?
11. What brands do you follow on social media?
12. How do you like to hear from your favorite brands? Why?

Pets/Adoption

13. Why would you look for a pet?
14. From where would you get a pet and why?
15. Describe your process for finding a pet.
16. How would animal welfare play a role in your pet search?
17. What do you look for from (based on answers to 14 and 15)?
18. What are some qualities you look for in a pet? Why?
19. Which kind of pet is your favorite? Why?
20. Which breed of that pet is your favorite and why?
21. Why could looking for a pet be a challenge for you?
22. What role have pets played in your life?
23. How would a pet fit into your daily life?

Community

24. What are your opinions on social pet events?
25. What are your thoughts on community as a whole?
26. Why, if at all, would you attend a community event?