

Petlinker

Customer Journey

User Personas

- Pet owner – Dan



Profile

- Farmer
- Married and father of two
- Has a lot of animals he loves and takes good care of
- Can not continue keeping all of his pets

Description

This user is a person who has more pets he wants to give for adoption. Even though he really loves animals, he cannot take care of all his pets, so it is important for him to find new owners who can be trusted to treat them well and match their personalities, because he is very determined to establish and promote good conditions of animal care.

Behavior

He would like to make attractive posts of his pets in which to describe them as well as possible. He attaches a photo of each pet, mentioning their age, breed, pedigree, special care needs, and other information from their lives. He analyzes the profiles of the users who apply for adoption and carefully chooses new owners among them, but not before reading their application forms.

- Pet seeker – Ana



Profile

- Computer programmer
- Loves animals
- Works from home and feels lonely from time to time

- Wants a pet to keep her company
- Does not have very much free time, so needs a pet with no pretentious care requirements
- Perseverant in the adoption process

Description

This user is looking for a new pet. She wants a specific animal according to her preferences. She uses the platform to see the offers and decide which pet would fit her best. She would prefer to find a pet owner located in her area because, this way, it is easier to end the adoption process and become owner of the pet as soon as possible.

Behavior

She uses the app's filtering option and, when she finds an animal she likes, she does a matching test. Since she is very selective, she reads with great care the description of the animals she likes from the photos but ignores the ones who do not have any photo or have a brief specification. She applies to multiple adoptions, having in mind to decide later which pet is the best. This user checks her list of adoption requests daily, checking their status.

- Veterinarian – Eva



Profile

- Owns a private vet cabinet
- Married
- Has three study degrees
- Has as main goal to gain success
- Does not have much free time

Description

This user has a vet cabinet and is interested in quickly promoting her services to pet lovers and pet owners. She finds the platform by chance and decides that it will bring her new opportunities. Moreover, she needs to stay organized and have clear evidence of all her customers.

Behavior

The user creates a services account, adding the location of her cabinet, a telephone number, a history of her activity and professional achievements, as well as information about happy customers. She describes the services she provides. Finding the calendar option, she writes the appointments there, so the available time for new ones is very clear to anyone visiting the profile. From time to time, she uses the search options to stay informed about the needs of pets enrolled on the platform.

- Administrator – Ion



Profile

- Dedicated to his work
- Very organized
- Attentive
- Constantly checks the platform

Description

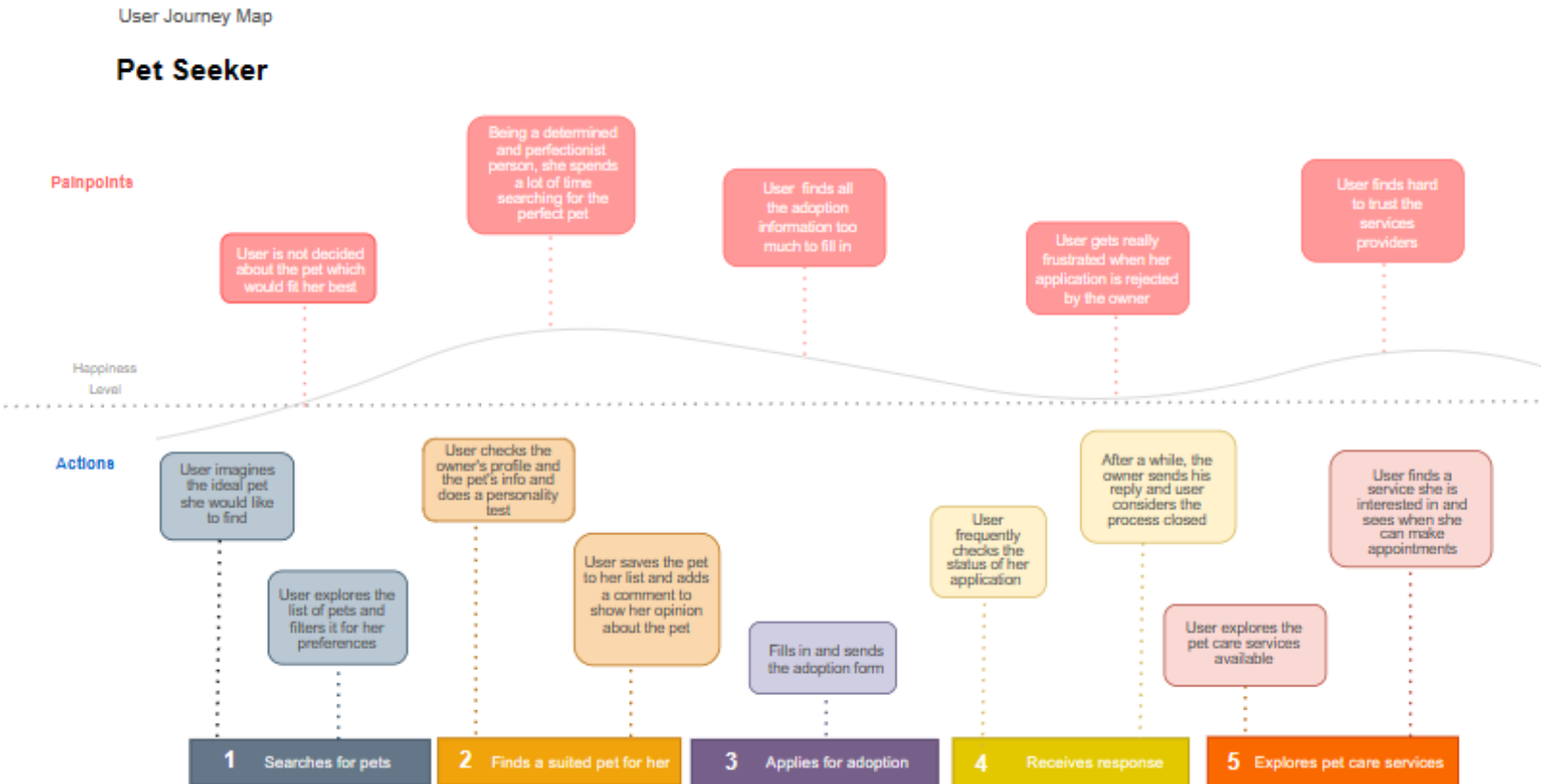
This user is an admin of the platform and wants to make sure that everything is in order and well-functioning. Because he is interested in offering the best experience to users and to promote good animal treatment, he wants to make sure that no inappropriate comments are posted and that suspicious or ill-intentioned users do not become owners of pets.

Behavior

He deletes accounts or comments that are suspicious. For example, he decides that users who have descriptions unrelated to the domain or who post inappropriate content should not have accounts on the platform. Moreover, he makes sure the offers for pet adoption are not a scam. He edits the profiles and posts if needed, and he approves the adoption forms.

User Journey Map

This journey map was created for the user who wants to adopt a pet through the **Petlinker** platform (Ana). It follows the actions this user may want to take in the process of finding and adopting the most suitable pet.



Opportunities

- Think about the ways the pets are presented so that the user does not get uninterested quickly.
- The user may find the decision of adoption hard to make, so think how to create the personality test as informing and trustable as possible.
- The user may not know how to proceed with the adoption, so make sure the "Adopt" button is quite visible from the main page, and also from the saved list.
- While waiting for the response, the user could still use the app searching for other pets or for care services, so make sure that she can easily return to the main page or go to the services page from the list of adoption requests.
- Services should be appealing and provoke curiosity even if the user did not receive the desired pet, so think about the ways the services page can be accessed from any other page and be visible.
- The user would like to find the pet she wants as easily as possible, so think about the ways she can quickly and easily apply the filters she needs for animal type, breed, pedigree, color, age etc.
- When entering the owner's profile, think about the ways of presenting the posts of his pets - and maybe who they were given to and when - to help the owner gain trust from user.
- She surely wants everything to be in order with her adoption information but, in the mean time, a long and unpleasant form could make her bored and she could decide to postpone the process or even leave the site, so think about the ways the form could cover all the required information and be user-friendly at the same time.
- Think how to make the result of the adoption process friendly, especially if the user is rejected by the owner, when she might get frustrated and want to leave the app - maybe send a nice notification.
- The user might want to make an appointment to a service center and do it quickly, so the calendar option is a very useful feature - think how to make the appointment process very intuitive and the calendar to pop out.
- Think how she could filter the animals by location in an intuitive manner - maybe even add a map.
- After she saves the pet to her list, redirect her to the saved pets page, to show her that the option is complete and that she can find the pet whenever she wants.
- The profile of a service provider should be pleasant and contain images and a detailed description, so that the user could find the product she needs or simply become interested.

