

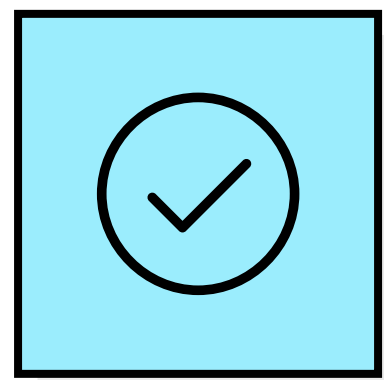
WHO are we empathizing with?

Dog owners, animal shelter workers, etc.
They might have found or adopted a dog of unknown breed
They are seekers of information, trying to learn more about a dogs breed



What do they HEAR?

its hard to tell about this dog breed
This dog might be a mix of...
have you looked online to identify the breed
certain breeds are easier to care for



What do they DO?

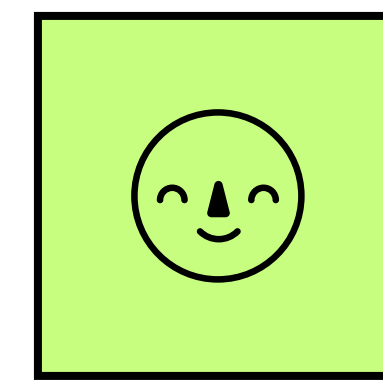
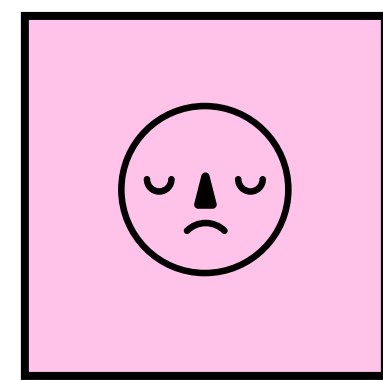
Following Pet related content
Uploading the image
exploring detailed breed profiles

GOAL

What do they THINK and FEEL?

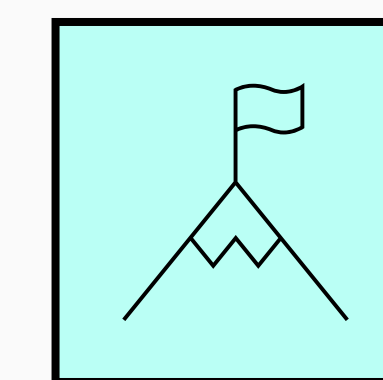
PAINS

lack of clear Identification



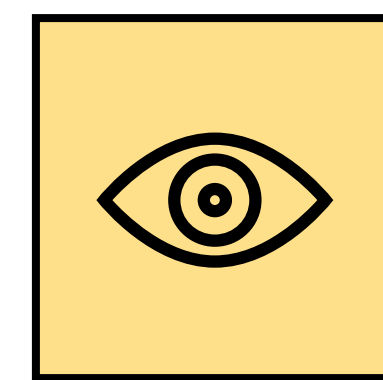
GAINS

Quick, reliable breed Identification



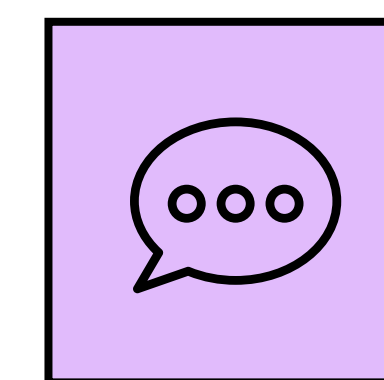
What do they need to DO?

Identify the Dog's Breed
Care Approach
Accurate Identification
upload photos



What do they SEE?

Curiosity about Breed origins
Breed specific groups and Advice
Dog related videos and content



What do they SAY?

I wish i could know he breed
without taking DNA test
I need a quick and easy way to
identify the dogs breed