



Kim

- Works and lives in urban location.
- Mindset
 - Emotional and upbeat
- Her dog is her bestfriend
- Dog experience
 - Very experienced
- Technology experience
 - Experienced
- Need for site
 - Quick and efficient website
- Dog profile
 - Older pup
 - Looking for a friend to just chill.



Mary

- Lives in rural area and works part time.
- Mindset
 - Easygoing
- Spends all day with dog.
- Dog experience
 - New dog owner
- Technology experience
 - Not experienced
- Need for site
 - Easy navigation.
 - Needs to acclimate dog to new dogs
- Dog profile
 - Young and energetic
 - Looking to socialize with other dogs.