



"Penelope only likes certain treats. Since she's picky, I don't want to try so many other things; I tend to get the same items each month."

"The Picky Pet"

Goals

- Since her dog is a picky eater, she'd love to get a subscription box that you can customize instead of it being full of random items
- Wants to find a site with an easy checkout process; one that remembers her order month to month
- One-stop shop to purchase items from

Frustrations

- Currently goes to a bunch of different stores for dog supplies
- Penelope is extremely picky so it's tough giving her new treats/toys that she won't play with or eat
- A lot of dog stores have pricey items

Current pet stores/websites

Laila Abdelnour

25 • Las Vegas, NV • Poodle Mix





Riza Warney

27 • Las Vegas, NV • Labradoodle

"I want to make sure my dog lives a long and happy life!"

"The Best of the Best"

Goals

- Wants the best options/ healthy choices for her dog
- Would love to receive suggestions for treats and dog food so she doesn't have to look it up
- Hopes to find a site that recommends dog products and other dog tidbits for quick read ups

Frustrations

- Doesn't have a go-to pet store since she likes to switch up the toys/treats
- Riza is a full-time student so convenience is key
- Since she's not always home with Lola, she would love to order treats or toys to entertain her while she's away - it's been hard to find dog toys to keep her busy

Current pet stores/websites





"I want to make sure to give my dog the right amount of exercise every day."

"The Toy Collector"

Goals

- Wants to find a place to get new dog toys and dog puzzles - Derby gets over the same toy quickly
- Wants to find toys that encourages mental and physical exercises to keep his dog active
- Also would love to have healthier options available

Frustrations

- Derby gets over toys quickly; becomes bored easily then stops playing
- Dog eats a lot so he needs his exercise
- Ryan doesn't have the time to run to the store all the time so he'd like to order online; he also feels like the stores he goes to usually runs out of products or shipping fees are pricey

Current pet stores/websites

Ryan Patterson

28 • San Diego, CA • Poodle Mix

