

# Kattie L.

## PERSONALITY

- Organized
- Outdoorsy

## Motivations

Kattie loves her 8 year old lab Daisy and wants to spend more time with her. Many places aren't big dog friendly or have very limited patio seating. She wishes there was an app to search for dog-friendly places so exploring the area wouldn't be so tough. Katie also wants a space where she can store information for Daisy that will be accessible for their visits to the vet. Would love an application that could combine a few of those.

## GOALS

- Search for dog friendly trails, hikes, and beaches
- Organize pet information: vaccinations, appointments, list of medications
- Search nearby vets and their ratings

## FRUSTRATIONS

- Too many places have different rules for big-dogs
- Needs a better way to organize pet information
- Difficult to find off-leash trails

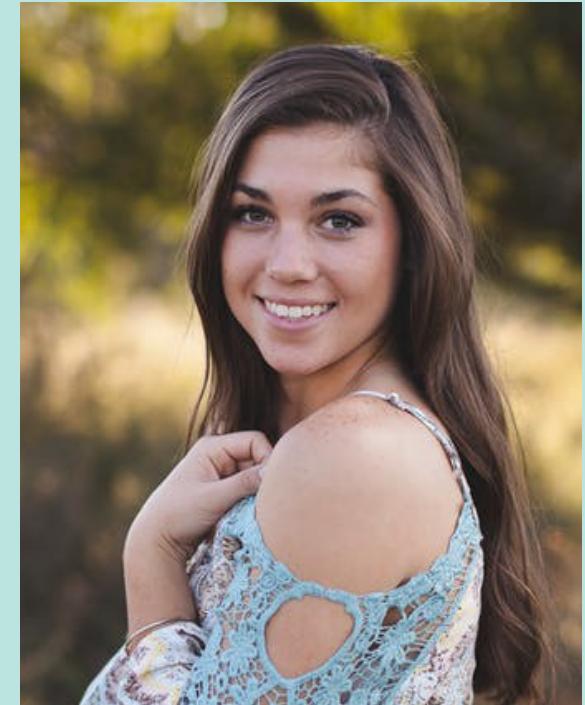
## BIO

Kattie lives in the bustling city of Seattle, WA and is currently pursuing her MBA at Seattle University. She grew up in a household full of dogs in the nearby city of Newcastle. Kattie is an active hiker and will often take Daisy with her on trails. In her spare time, Kattie hangs out with classmates at local bars or restaurants near the school.

“

I wish there was an easy way to find big-dog friendly places so I could always have Daisy around.

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AGE	26
OCCUPATION	GRAD STUDENT
STATUS	SINGLE
LOCATION	SEATTLE, WA
TIER	LONG TIME DOG OWNER

# Charles J.

## PERSONALITY

- Social
- Prepared

## Motivations

Charles's best bud is his 1 year old pup named Luke. Since Chewy is still a puppy, he's very active and likes to socialize with other dogs. Charles wishes there was a way to search for local events to bring Luke. He knows there's a dog community out there, but he's not sure where to start. Luke is Charles's first dog, so he's still learning the in's and out's of being a puppy parent.

## GOALS

- Looking for dog social events
- Wants to post pictures, check-in at events on social media
- Ability to quickly reference a guide for first aid, cpr, and what dogs can/cannot eat

## FRUSTRATIONS

- Not sure how to connect with other dog owners
- The quick weather changes limits the number of dog-friendly places
- There's a lot to learn for new dog owners

## BIO

Charles just moved to San Francisco from Tustin, CA for his job as a Marketing Manager at a gaming start up. He usually uses his phone to check Facebook, post a cute photo of Luke on Instagram, or snap a video with friends at a concert. When he's not at work, Charles is a hobbyist photographer. He'll capture photos of interesting things he finds around the city.

“

Are there any cool dog events in the city?

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AGE	29
OCCUPATION	MARKETING MANAGER
STATUS	SINGLE
LOCATION	SAN FRANCISCO, CA
TIER	FIRST TIME DOG OWNER

# Henry & Kim

## PERSONALITY

- Busy
- Playful

## Motivations

Henry's corgi Sheldon and Kim's terrier Sally are both energetic and rambunctious dogs, ages 4 and 5, respectively. Henry and Kim are familiar with the dog community but would like a way to find dog friendly places when going out with friends for brunch or dinner. They generally have to call ahead and check if places are okay with two dogs. It would be awesome if they could just search that information up online. They would also like a collective way to manage both dog's profiles separately on a shared account.

## GOALS

- Ability to bring Sheldon and Sally to restaurants when they meet up with friends
- Search for local pet store deals
- Simple way to maintain multiple dog profiles

## BIO

Henry and Kim are saving up for their first house. They've been dating for 4 years and have recently gotten engaged. Henry and Kim first met and became friends at a local dog park. The two are currently living together in an apartment in LA. Both dogs share the house with them and love to make a huge mess with their toys.

## FRUSTRATIONS

- Often leaves their two dogs at home because it seems like a hassle when running errands
- Not sure if places allow two dogs
- Apps with confusing interface when used for multiple accounts

“

It would be great if we could quickly look up dog-friendly restaurants and deals at local pet stores.

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AGE	34
OCCUPATION	DESIGNER
STATUS	ENGAGED
LOCATION	LOS ANGELES, CA
TIER	MULTIPLE DOG OWNER

AGE	32
OCCUPATION	PROJECT MANAGER
STATUS	ENGAGED
LOCATION	LOS ANGELES, CA
TIER	MULTIPLE DOG OWNER