



Adam Smith

Experienced Pet Parent

50-year-old School Teacher
from Denver, CO

“If I feed him the best food,
the healthier and longer he’ll live.”

User Scenario

As a devoted doggie dad, Adam does all he can to ensure his little guy, Norman, lives a full and healthy life. He knows exactly what he needs for his dog, so he shops online for convenient delivery. The convenience can easily become a nightmare when the online shop is poorly laid out with incomplete descriptions and the checkout process is too convoluted. He’d prefer to be out hiking with Norman so he needs shopping for human-grade turkey jerky and the ball with the perfect squeak to be as easy going as he is.

Behavior

Sam likes the simple life - a good book, a great dog, and the fresh air of the mountains. He shops local when at all possible and is active in his community. When not teaching his sixth graders how gravity works, he’s out in Rocky Mountain National Park taking his time enjoying the wildlife with his best adventure buddy, Norman the Golden Doodle.

Goal & Needs

Adam wants to get Norman healthy treats for a healthy dog.

He needs a site that allows him to effortlessly find exactly what he needs and check out with ease everytime.

Pain Points

Adam hates when he can’t customize his search to find what he is looking for without scrolling.

When he has to go through several pages during checkout, he starts to distrust the process.



Annie Dotson

First-Time Pet Owner

24 year-old intern
from Denver, CO

"I don't know anything about what is best for my cat. Can anyone help me?"

User Scenario

Annie lives just outside of Denver where she could get a more affordable place with enough room for her new curious kitty, Sweetie, to run around inside. She's an intern for a local tech company, so she is really comfortable shopping online but doesn't exactly know what to get. She's too busy keeping Sweetie out of her closet to dig into the endless list of contradicting articles on what she should and should not do for her cat. So far it's been a lot of annoying trial and error with a fair amount of doubt.

Behavior

Annie loves to run and stay fit. She makes sure to support women and minority owned businesses. She loves to go out and dance almost as much as she loves to stay in and cuddle Sweetie. Her boyfriend wasn't so sure about her getting a cat, but now he's totally smitten for the kitten!

Goal & Needs

Annie wants to be a good cat momma and keep Sweetie happy and healthy.

Annie needs guidance from other cat owners as well as experts so she can feel confident in what she gets for Sweetie.

Pain Points

Annie regrets not doing more research before getting her kitty and is lost on how to select cat food for her.

She gets frustrated when there aren't helpful reviews to help guide her cat gear purchases.