

Calorie Counting Charlie

Age: 55

Gender: Male

Location: Seattle, WA

Job Title: Non-Profit Executive Director

Pet(s) Name(s): Chewy

Marital Status: Married

Household Income: \$165,000/year



Profile: Charlie lives with his husband, Rushi, and their dachshund mix Chewy in a row home with a very small yard in Seattle, Wa.

The couple adopted Chewy a few years ago from a breed specific rescue. Charlie sees himself as a pet parent and is proud to spoil Chewy. On weekends the couple enjoys taking Chewy to brunch and Chewy is happy to enjoy any special treats he might get while there (pancakes anyone!)

Charlie is currently feeding Chewy food that he purchases from a major pet retailer, that he usually just stops by on this way home from work.

Charlie mostly shops online using his desktop at home because finds the screen easier to see and the keyboard easier to type credit card numbers into than a mobile device. He does have a Fire Tablet but uses it mostly for reading on the go. He considers himself tech savvy for his age, however, he does not have much patience for if things that don't work correctly or if he can't find the information he needs quickly.

Goals: Charlie has noticed as Chewy has gotten older, he has gained a little extra weight. Worried because extra weight can cause issues with dachshunds long spines, he wants a low calorie, healthy diet food for Chewy.

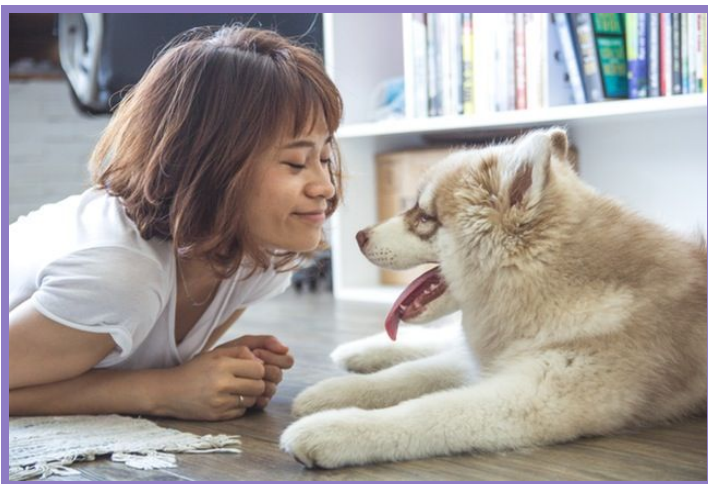
"I've noticed that Chewy has gained a little weight as he has gotten older. I want a food that will drop the weight, without a lot of begging or whining because he is still hungry. Dieting is hard, not matter what species you are!"

Usage - Possible tasks Charlie might complete on the site:

- Learning about pet nutrition
- Researching types of food and treats
- Purchasing diet food and treats
- Finding a dealer location nearby
- Create an account

Wants and Needs - Content and features needed to make a purchase:

- Calorie content
- Ingredient lists
- Pricing
- Easy to use, secure, professional looking checkout system
- Being able to sort by "diet" foods
- A quick way to find a local dealer
- Easy to read typography
- Accessibility for the visually impaired
- Shopping cart
- Ability to pay with a credit card



Homesteading Heather

Age: 32

Gender: Female

Location: Sebastopol, Ca

Job Title: Stay at Home Mom

Pet(s) Names: Loki

Marital status: Married

Income: \$195,000/year

Profile: Heather lives in the small Northern, Ca town of Sebastopol with her husband and two young children. Her husband is a doctor at the local hospital and she is a stay at home mom. They

live in a small house built in the 1940's with a medium sized fenced yard in the back and a garden in the front, where Heather grows vegetables for the family to eat.

Heather adopted Loki from the local SPCA for her children about a year ago. She considers herself a pet guardian and feels that Loki is part of the family. Loki loves playing with the children, and the entire family loves going to Bodega Bay (with Loki) on the weekends.

Heather does most of her online shopping at the end of the day while the kids and are asleep, her husband watches TV. She usually in bed or on a couch with her iPad while shopping, but sometimes she needs to add items to a list while on the go. She likes being able to add to a cart or a list on a site so she continue the purchase later.

Goals: Heather currently buys Loki's food while shopping at the local Whole Foods. Loki has shown some signs of food sensitivities and she is looking for a healthy option for him. She is distrustful of GMOs and "big dog food," but doesn't want to make dog food at home.

"Our family lives a healthy lifestyle, and since Loki is a part of that family, I want that for him too."

Usage - Possible tasks that might be completed on the site:

- Make a purchase
- Create an account
- Make shopping list or "wish list" for later
- Research products
- Find a dealer location nearby
- Look at the company's philosophy and giving program
- Create an account

Wants and Needs - Content and features needed to make a purchase

- Ingredient lists
- Pricing
- Easy to use, secure, professional looking checkout system
- Responsive site
- Shopping cart that can be returned to later
- Being able to filter limited ingredient dog foods
- Buying large bags of food for her larger breed
- Filter Gluten Free foods