Persona

Name: Rachel Horton
Age: 29
Work: Graphic Designer
Location: Toronto

Goals

I want to adopt a dog that matches my giving abilities, while supporting a shelter I ethically back.

Frustrations

I've spent many hours searching for a dog that matches my caring abilities and lifestyle, have applied for several dogs, and don't know why I'm haven't been chosen to adopt.

Touchpoints	Looking at adoption posts on social media	Clicks link and is taken to PetFinder website	Looks through shelter website	Returns to shelter website next day	Discusses adoption with partner	Apply for dog	Dog was adopted
Channels							
Seeing	• Lots of cute, local available dogs • Brief bios & post likes	• PetFinder website • Dog's bio & other dogs	• Other dogs for adoption • Can't find the dog	• Dog was looking for the day before • Profile/bio	• Photos of dog • Reads profile/bio	• Website • Dog profile • Application	• Website • Dog profile marked adopted
Emotional Experience	excited	neutral	frustrated	hopeful	excited	restless	disappointed
Thinking	• This dog sounds great! • Post has a lot of likes... • Is there more info on the website?	• Why am I on PetFinder? • I don't like this website. • There really isn't much more information here...	• Has the dog already been adopted? • Did I already miss my chance?	• Sounds like a great dog! • Why wasn't it posted yesterday? • I need to talk to my partner	• Would this dog be a good match for us? • Are we ready for a dog? • Should we apply?	• Why do I have to do this application again? • I'm tired of applying & being turned down	• I wish they had told me • Why wasn't I chosen?
Doing	• Clicking through multiple pictures • Cooking dinner • Discussing with partner	• Quick review of bio • Briefly looking at other dogs • Looking for shelter website	• Flipping back to PetFinder website • Check social media for original post • Closes website	• Reading bio/looking at photos • Eating lunch • Sending link to partner	• Reads through social media comments • Discussing seriousness with partner	• Reads through social media comments • Discussing seriousness with partner	• Telling partner • Closing website

Opportunities

- Ensuring information is as complete as possible and easy to find
- Provide status updates on adoptions (invent type of process)
- Have social media posts clickable from website
- Make sure information on social media is consistent with online profiles
- Make application easy and reduce application redundancy by having an autosaved application
- Have is it a match ability - identifying needs of animal and abilities of user
- Provide automated status updates on dogs applied to
- Have ability to review application with advisor