



Persona








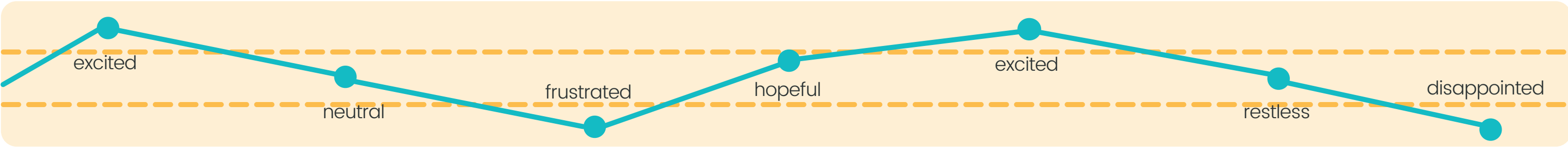
Name: Rachel Horton
Age: 29
Work: Graphic Designer
Location: Toronto

Goals

Experience Mapping | P39

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	<ul style="list-style-type: none">Lots of cute, local available dogsBrief bios & post likes	<ul style="list-style-type: none">PetFinder websiteDog's bio & other dogs	<ul style="list-style-type: none">Other dogs for adoptionCan't find the dog	<ul style="list-style-type: none">Dog was looking for the day beforeProfile/bio	<ul style="list-style-type: none">Photos of dogReads profile/bio	<ul style="list-style-type: none">WebsiteDog profileApplication	<ul style="list-style-type: none">WebsiteDog profile marked adopted
Emotional Experience							
Thinking	<ul style="list-style-type: none">This dog sounds great!Post has a lot of likes...Is there more info on the website?	<ul style="list-style-type: none">Why am I on PetFinder?I don't like this website.There really isn't much more information here...	<ul style="list-style-type: none">Has the dog already been adopted?Did I already miss my chance?	<ul style="list-style-type: none">Sounds like a great dog!Why wasn't it posted yesterday?I need to talk to my partner	<ul style="list-style-type: none">Would this dog be a good match for us?Are we ready for a dog?Should we apply?	<ul style="list-style-type: none">Why do I have to do this application again?I'm tired of applying & being turned down	<ul style="list-style-type: none">I wish they had told meWhy wasn't I chosen?
Doing	<ul style="list-style-type: none">Clicking through multiple picturesCooking dinnerDiscussing with partner	<ul style="list-style-type: none">Quick review of bioBriefly looking at other dogsLooking for shelter website	<ul style="list-style-type: none">Flipping back to PetFinder websiteCheck social media for original postCloses website	<ul style="list-style-type: none">Reading bio/looking at photosEating lunchSending link to partner	<ul style="list-style-type: none">Reads through social media commentsDiscussing seriousness with partner	<ul style="list-style-type: none">Reads through social media commentsDiscussing seriousness with partner	<ul style="list-style-type: none">Telling partnerClosing website
Opportunities	<ul style="list-style-type: none">Ensuring information is as complete as possible and easy to findProvide status updates on adoptions (invent type of process)Have social media posts clickable from websiteMake sure information on social media is consistent with online profilesMake application easy and reduce application redundancy by having an autosaved applicationHave is it a match ability - identifying needs of animal and abilities of userProvide automated status updates on dogs applied toHave ability to review application with advisor						