

PERSONA



Personal Summary

Pat and Casey are extroverted and social. They are childless, have a lot of love to give and like to travel.

Demographics

Age: 20 – 30
Gender: Female and Male
Income Level: 75+
Education: College Graduate
Location: Urban (Brooklyn or Manhattan)

Pat and Casey - Twentysomethings

Their Story

Pat and Casey are both in their 20's. They have been at their respective jobs for a while and have been living together for two years. They want to adopt a rescue pet from Sean Casey Animal Rescue to fit their lifestyle. They like to hike, camp and take drives out of town frequently. They currently live in a small apartment in Queens and the landlord doesn't mind pets. Yay!

Quotes

"We didn't want a pet that was bred for sale, there are many homeless animals we could provide with a home"

Challenges and Goals

Small apartment, outdoorsy types, active, social people, they want animal companionship, would prefer saving a rescue animal. Doesn't like un-necessary waiting, finds paperwork boring, wants to pick out and pick up animal as soon as possible

Values and Fears

Pat expects to adopt a pet. Quickly. Filling out forms and waiting is not their thing. Not able to search and pick out a pet online or through an app. They worry that shelter animals may come with hidden behavioural or health issues.

Favorite Blogs and News Sources

BuzzFeed
Instagram
Facebook
Twitter
Snapchat
Pinterest
Google news
Reddit
Goop
YouTube

Hobbies and Interests

Hiking
Camping, travelling
Social activities
Hanging out with friends, eating out
Outdoor activities - concerts, sports