



## Stories & Scenarios

Rachel and her husband are two busy professionals, living with two intelligent, energetic rescue dogs. She has a busy work schedule, so she is always on the lookout for anything that will keep her dogs mentally stimulated and prevent the bad behavior that often results from boredom. She's a weekend warrior, and loves taking road trips and experiencing the great outdoors with her dogs. She and her dogs love long hikes and trips to the beach, but she doesn't love the mess that follows. She is fit and active, and her dogs are the same. She scrutinizes the quality of her dogs' food as much as she does her own.

### Name & Tagline

Rachel

Active, health-conscious professional living with two high-energy dogs

### Pet Information

Bella, 4, Beagle

Samson, 8, German Shepherd mix

### Bio & Demographics

30 years old

Married

Financial advisor

Lives in Lincoln Square, Chicago, IL

### Behaviors

Uses online communities to research healthy dog foods

Takes her dogs hiking and camping on long weekends

Adopted both of her dogs and supports shelter pets

Frequently shops on Amazon for price and convenience

### Needs & Goals

Needs to buy toys that their dogs won't destroy

Needs products that work for both small and large dogs

Needs help with cleanup after two messy dogs

Needs to find dog food made with high-quality ingredients and no byproducts

### Frustrations

Hates wasting money on toys that don't last

Nearest shop to her home supports puppy mills.

Some of the smaller stores are too expensive

Worried about the safety of pet products that aren't made in the USA



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Sophia is constantly out and about with her little dog, Molly. She loves bringing her to social events. Since her teaching job leaves her summers free, she and Molly spend their days at festivals and enjoying brunch on patios. In addition to having her own social circle, Sophia is active in the online dog community and attends local small dog meetups. As a non-shedding breed, Molly has a rigorous beauty routine. She has more hair products than Sophia does. Molly is beginning to get older, which comes with its own set of challenges. In addition to the allergies that she has dealt with all her life, Molly has had some of her teeth pulled and can no longer enjoy some of her favorite foods.

### Name & Tagline

Sophia

Social butterfly who loves taking her dogs everywhere she goes

### Pet Information

Molly, 10, Maltese

### Bio & Demographics

37 years old

Single

Teacher

Lives in Evanston, IL

### Behaviors

Uses Instagram for dog-related content, by following dog influencers and running an account for Maggie

Takes her dog to restaurant patios and summer festivals

Less price-conscious and loves to spoil her dog

Impulse buys dog toys because she thinks they're cute

### Needs & Goals

Needs food and treats that meet her dog's specific dietary needs

Needs to find products that are appropriate for her dog's extra-small size

Needs prompt customer services if she has problems with or questions about a product

### Frustrations

Worried about effects of her dog's age

Like many small dogs, Maggie struggles with dental health

Maggie's breed requires a lot of grooming upkeep

Dislikes faceless big businesses