

User Persona

I've identified a common user for a new pet sitting app called 'Pawliday' (fictional). This app would be used by both pet owners and pet sitters, so I'm using Alexis, a pet sitter, as an example. She's newer to pet sitting and wants to make sure she understands the complete needs of the needs of the pets in her care. The user interface for the app is bright, a bit kitschy, simple, and gives detailed instructions on how to care for each pet as well as specific house rules.

The Newly Minted Pet Sitter



Alexis Garcia

Age: 24

Occupation: Social Media Manager

Location: Austin, TX

Education: Bachelor's Degree

I'm brand new to pet sitting, and I would love to be able to provide this as a regular service for friends and others since I have a lot of spare time and love animals. I just want to make sure I'm doing everything correctly so that the pets in my care are happy and I'll hopefully be asked to watch them again.

About:

Alexis is relatively new to pet sitting, but she is tech-savvy being that she works in social media. She wants to provide the best experience possible while sharing photos of the pets she's caring for and giving consistent feedback to pet parents in order to build trust.

Goals & Needs:

- To provide great feedback so pet parents will know to trust her
- To have a small, rotating list of pet clients to care for
- To bond with the pets in her care and get used to their routines

Motivations:

- To someday have her own dog or cat to care for
- To make extra money and have fun doing it!
- To build confidence around caring for different kinds of pets

Everyday Activities:

- Spending time with friends and their pets
- Trying out new restaurants around town
- Pilates classes
- Building a following on her YouTube makeup tutorial channel

Frustrations:

- Pet sitting apps that don't give enough detailed instructions
- Lack of visuals
- Not knowing exactly what to do in case a pet is hurt or sick
- Has a hard time getting repeat pet sitting gigs

Device & Tools Usage:

- Mobile
- Instagram
- YouTube
- TikTok