



Danielle

"No bark!"

PERSONAL PROFILE: Danielle has wanted a dog her whole life and now that she graduated from college and has had a solid job for a few years she adopted a very spirited one-year-old Australian Shepherd.

Since Danielle works full times, she is away from approximately eight hours a day. When she gets home, she either takes her dog for a long walk or to the dog park, but this has not been enough to keep her young, energetic puppy entertained. As a result, he is chewing her furniture, shoes, and anything else that is accidentally left laying around. She is also getting complaints of his constant barking when Danielle is away at work.

Unfortunately, at this point in her life, it is not in Danielle's budget to send her dog to doggy daycare for a couple days a week while she is at work. Since she never had a dog before, Danielle isn't sure what to do or who to turn to to fix these problem behaviors.

INTERNET USAGE: Danielle began using a MacBook Pro in college and continues to work on them in her personal online usage. Her browser of choice is Firefox and she uses a 1280 x 800 display.

However, at work, Danielle has to use Windows and Internet Explorer. During downtime at work, she likes to research ways to alleviate the problem behaviors she is experiencing with her dog. If she is on a break, she prefers to browse websites using her smartphone, but since she is not allowed to use her phone during work time, she often has to browse websites on the latest version of Internet Explorer.

Since Danielle already feels guilty that her canine friend's behavior issues seem to be stemming from the boredom of being left alone all day, she prefers to shop online so he doesn't have to be left alone more than necessary.

USER GOALS: As a first time pet owner, Danielle wants to purchase items that will meet all her dog's physical and emotional needs but she is unsure what to even begin looking for since her furry friend can't tell her what he wants. Being on a somewhat limited budget, she is reluctant to just try purchasing products at random.

WANTS AND NEEDS: So, Danielle is looking for a little advice on what types of product her specific breed of dog with his specific personality traits may need. She will want to sort products by dog type and special dog traits. Danielle will also want to log-in and browse through the discussion area to see how a particular product was helpful to members of the Fido's Faves community. She may also want to sign up for the monthly newsletter that provides tips and helpful hints for raising a healthy and happy dog.

Danielle is searching for a solution on how to keep her brand new, active puppy entertained and content while she is away from home to prevent problem behaviors from continuing.

AGE: 25

OCCUPATION: Assistant at a non-profit organization

FAMILY: Single, lives in a one-bedroom apartment in downtown Seattle.

HOUSEHOLD INCOME: \$30,000