



# Tim Smith

*"Tech-Savvy"*

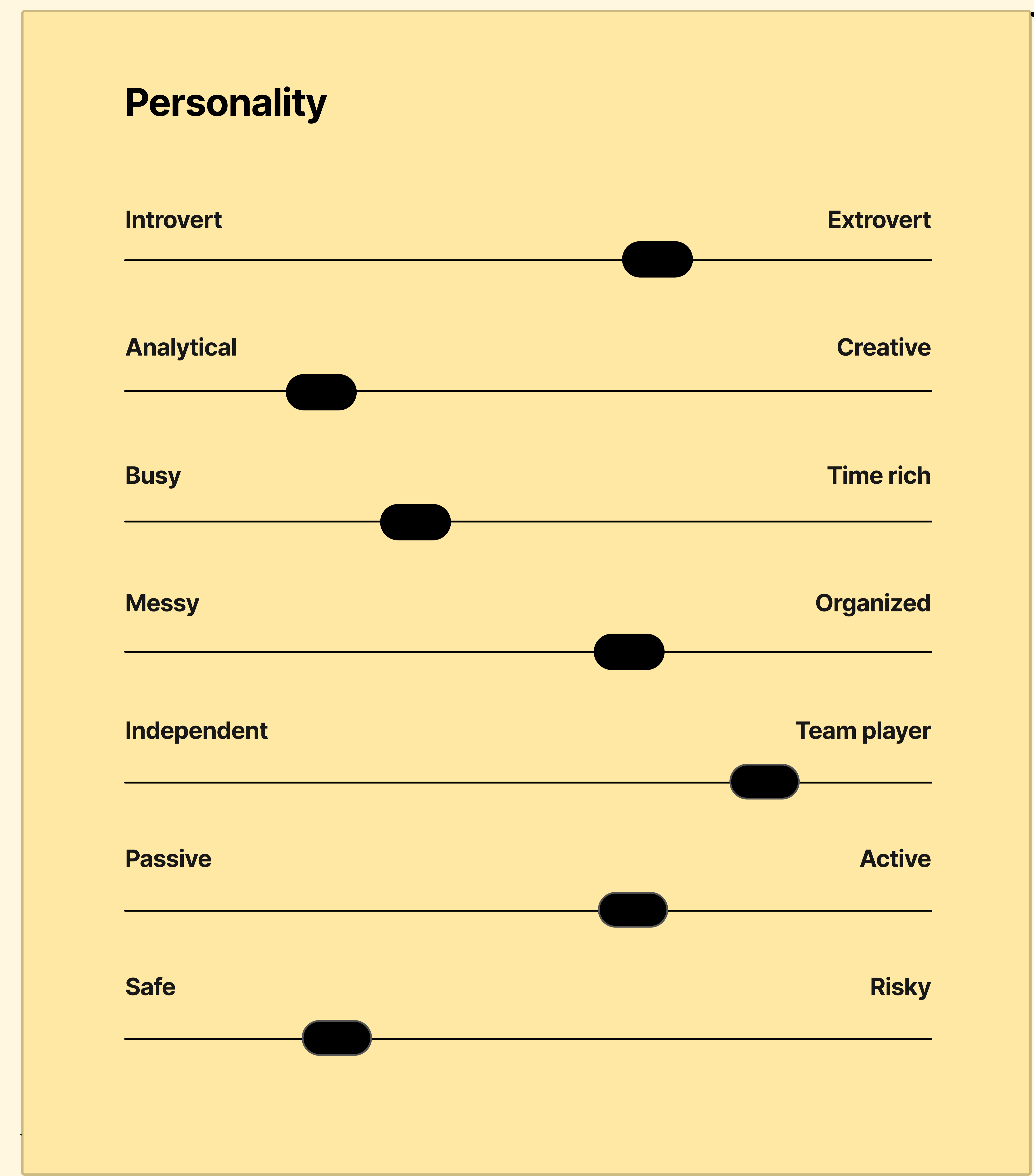
- Age 35
- Occupation: Software Engineer
- Seattle, WA
- Tech-Proficiency: High (comfortable using various devices and tech tools)

## Bio

Tim is a tech enthusiast and a proud owner of two adopted cats, Whiskers and Mittens. He enjoys researching and comparing pet products online to ensure he's making informed purchase decisions.

## Quote

"I love using technology to simplify my life, including shopping for my pets. I expect a seamless experience and options that cater to my specific preferences and needs."



## Goals and Needs

- Explore innovative and specialized pet supplies for cats, including interactive toys and high-quality food.
- Access detailed specifications and reviews to make data-driven purchase choices.
- Appreciate seamless integration of online and in-store services for convenience.
- Seek customization options and personalized recommendations based on past purchases.

Jessica Hung

## Behavior and Preferences

- Prefers browsing on both desktop and mobile platforms for flexibility.
- Enjoys exploring new products and staying updated on pet care trends.
- Values transparency, authenticity, and reliability in product information and customer service.
- Willing to provide feedback and suggestions to enhance the shopping experience.

Jessica Hung

## Challenges

- Expects a smooth and intuitive online shopping experience with quick access to desired products.
- Values efficiency and appreciates features like one-click ordering, wish lists, and subscription services.
- Looks for exclusive deals, promotions, and loyalty rewards as a repeat customer.

Jessica Hung