



Natalie Martinez

"New Dog Owner"

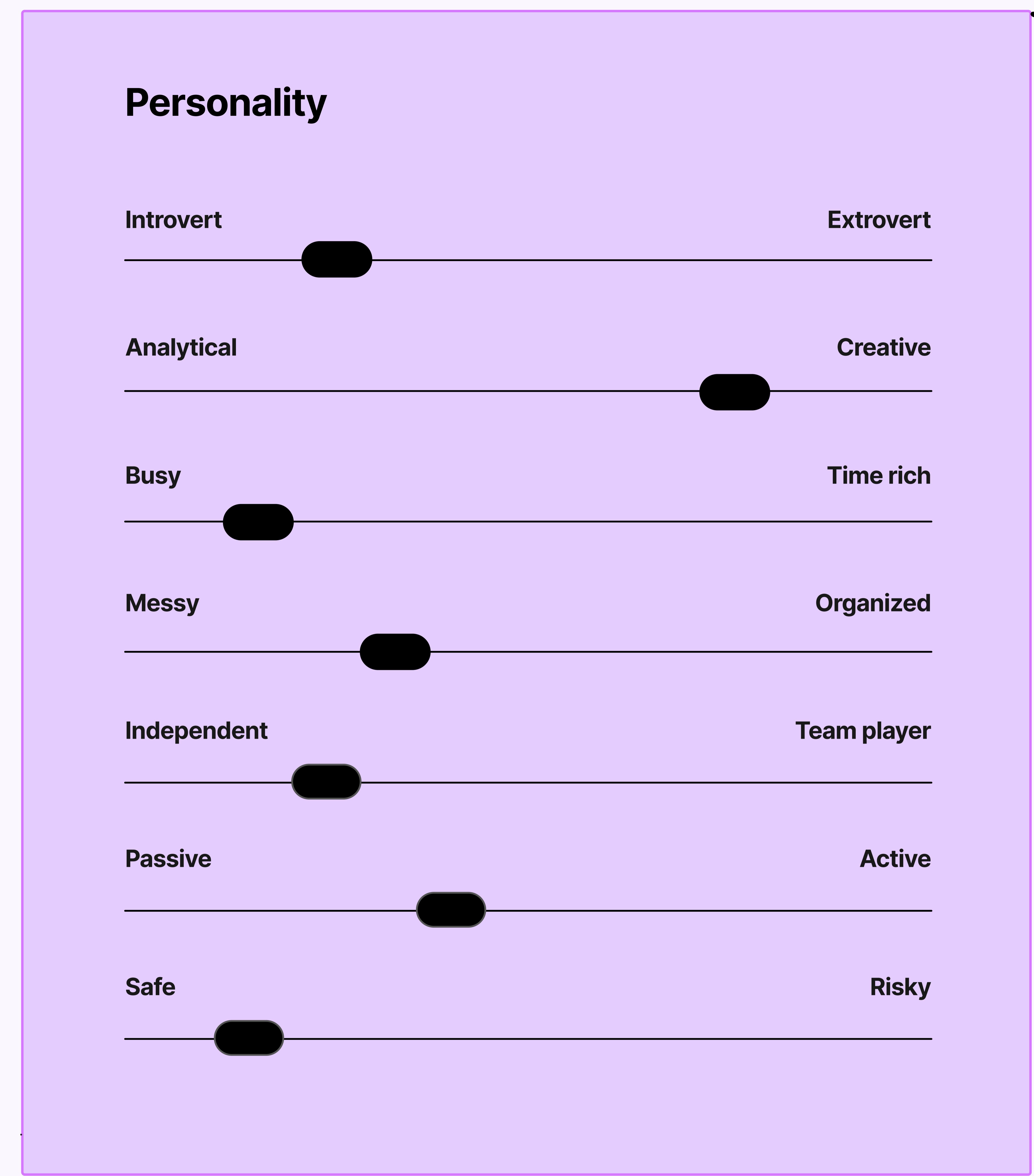
- Age 28
- Occupation: Marketing Coordinator
- Chicago, IL
- Tech-Proficiency: Moderate (comfortable using smartphones and computers)

Bio

Natalie is a first-time pet owner who recently adopted a playful Labrador Retriever named Max. She's excited about providing the best care and products for Max but feels overwhelmed by the variety of pet supplies available online.

Quote

"I want to make sure Max gets the best products, but it's hard to navigate through so many options. I'd love some guidance on what's best for him."



Goals and Needs

- Find high-quality pet food and toys suitable for Max's breed and age.
- Seek guidance on grooming products and training tools for a young Labrador.
- Enjoy a user-friendly and visually appealing shopping experience.
- Prefer personalized recommendations based on Max's preferences and needs.

Jessica Hung

Behavior and Preferences

- Prefers online shopping for convenience and variety.
- Values detailed product descriptions, customer reviews, and recommendations.
- Interested in promotions, discounts, and loyalty programs for savings.
- Appreciates responsive customer support and easy returns policy.

Jessica Hung

Challenges

- Lack of familiarity with PetSmart's website layout and product categorization.
- Uncertain about which brands and products are best suited for Max's specific requirements.
- Limited time due to work commitments, seeking efficient and hassle-free shopping.

Jessica Hung