

Google UX Certification Project

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PetLov

Pet Food Delivery App

Persona Profiles



Fuad Ortiz

Cat Owner

Age: 28

Education: Marketing Degree

Hometown: Santiago, Chile

Family: Single

Occupation: Jr CM

“I’ll try to find the time to (...)”

Goals

- Standing Out
- Save Money
- Taking care of his cat
- Keep Working

Frustrations

- Being late
- Going off work routine
- Waiting in line
- Managing free time

Fuad is a Jr worker that works in metropolitan centric offices, in his one and a half hour lunch time, he likes to relax at least 30 minutes, drinking coffee and checking his own social networks, to buy food for his beloved cat that he has in his apartment he needs to apart time in the day or use his weekend time, he doesn't mind, but he could use a more method.



Myriam Gonzales
German Shepard Owner

Age: 43

Education: High School

Hometown: Concepción, Chile

Family: Single

Occupation: Entrepreneur

“The family is doing good, and business is growing”

Goals

- “Making it”
- Being an entrepreneur mom
- Mental Health
- Keeping home budget

Frustrations

- Forgetting things
- Being mom 24/7
- Lack of free time
- Doing bussines buying trips

Myriam is a mom that, having gained more free time after his son entered 7th grade, decided to become an entrepreneur, even if she is an independent woman and her husband a salaryman, she struggles balancing all the chores that need to be done in home and in her own venture, she is the owner of a German Sheperd and she loves it, but that breed eats a lot and food is expensive, hard to carry, and buying it is making her waste time