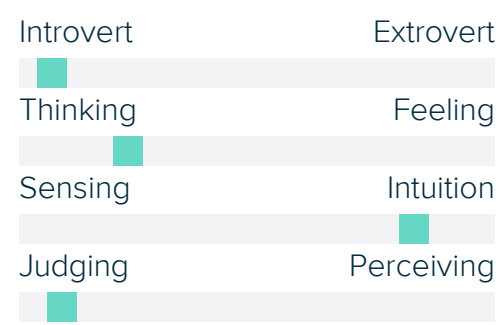




"Making sure my cats are healthy is incredibly important."

Age: 35
 Work: Accountant
 Family: Long-term partner
 Location: Minneapolis, MN

Personality



- Organized
- Business-minded
- Knows her cats very well
- Frugal

Goals

- Consolidate information about her cats in one place
- Create detailed plan for cat-sitters
- Start a cat-sitting service as a source of extra income

Frustrations and Concerns

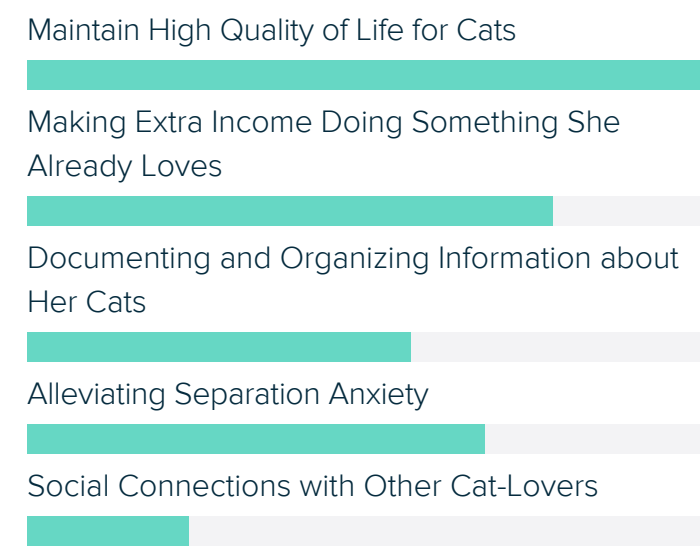
- Doesn't have vet records on hand for cat-sitters
- People who care for her cats while she's away have to know her cats extremely well, and she has to trust them completely

Bio

Samantha has been a cat lover her whole life. She currently has two cats, and co-parents them with her boyfriend. Samantha is keenly aware of her cats' unique personalities. It's very important to her that her cats receive the absolute best care and quality food and litter. Even though she's a frugal person, she is willing to spend more to ensure her cats' health and well-being.

Samantha regularly does cat-sitting for her friends and family. Recently, she has been considering turning her fondness for cat-sitting into something a little more profitable. She would love to find a way to organize future cat-sitting accounts she might have. Samantha believes that the best way to provide care for cats is to get to know them individually and discover what the "normal" state of being is for each cat. That way, if something were to go wrong, she could tell immediately by the cats behavior. Samantha knows that cats are adept at concealing ailments and as a cat-sitter and cat-owner, she feels that she needs to be fully aware of each cat's individual personality in order to give them the best care possible.

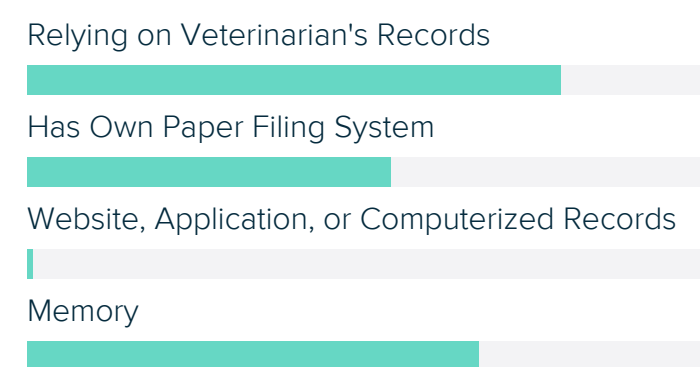
Motivation



Brands & Influencers



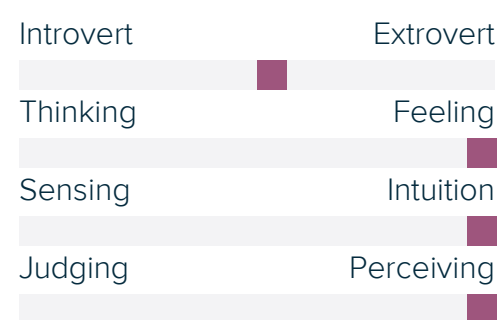
Current Organizational Methods



"Life is so much better with cats."

Age: 30
 Work: Content Writer
 Family: Married
 Location: West Covina, CA

Personality



- Creative
- Easy-going
- Compassionate
- Procrastinator

Goals

- Collect information and records for all of his three cats
- Create a system for organizing information about his cats
- Design a detailed care sheet for cat-sitters

Frustrations

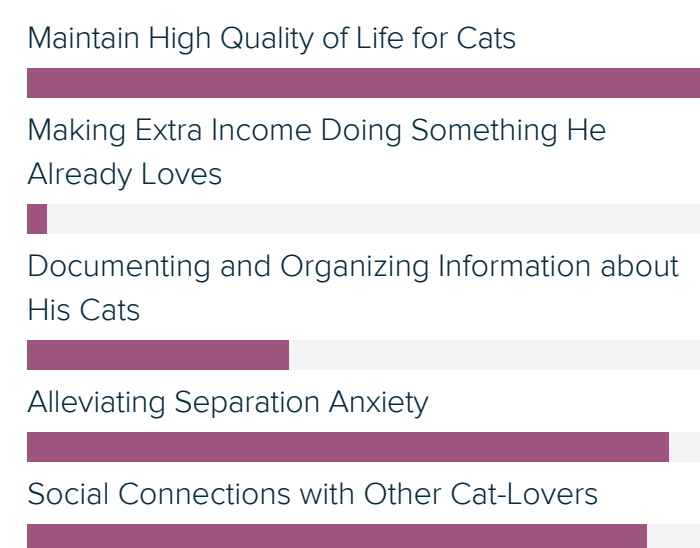
- Recording information daily takes too much time
- Vet records for all three cats come from three different sources
- Paper copies of records are easily misplaced -- he is self-described as "messy and unorganized"

Bio

Max has always been a dog-person, but after he married his wife, he adopted two more cats in addition to his wife's cat. He now identifies as a cat-person (and a dog-person). He talks about his cats as if they were his children and is extremely attached to them emotionally. He wants to make sure that they have the best quality of life possible, including providing them with high-quality food, litter, toys, and treats.

Max is planning an anniversary trip with his wife in March and he's worried about finding a good cat-sitter. He's also concerned that he won't have all of the important information about his cats together in one place to present to a cat-sitter. He wants a way to organize all of his cats' records, but also wants to let his cat-sitter get to know all of the unique quirks about his cats. He has separation anxiety from his cats, even while at work, so going on vacation and leaving his cats behind is difficult. He would feel more at ease if he could see photos and videos of his cats while he's away and wants a way to connect with his cat-sitter easily and efficiently.

Motivation



Brands & Influencers



Current Organizational Methods

