

PERSONA



Personal Summary

"I want to adopt from no-kill shelters. I will not let my children go to a pet store."

Demographics

Age: 41 – 50

Gender: Female

Work: Manager at a Luxury retail store

Income Level: 95K+

Education: College Graduate

Location: Urban (Queens)

Roxanne - Woman in her 40's

Her Story

Roxanne is living her life like it is golden. At 40 she is married with two young children and she is employed as a manager for a luxury department store. She has been at her job for 10 years and has enjoyed steady promotions. Her husband is a NYC firefighter. The children, two boys are seven and nine years old.

Roxanne is caving in to the boys' request for a dog. She feels that they are now ready for the responsibility and she has a pretty steady schedule at work. She wants to figure about the best breed, temperament and size for her family and it is important that they rescue a dog from a shelter. Roxanne lives in a house in Queens, so they also have a backyard for the dog.

Challenges and Goals

Husband's unpredictable schedule. Hubby and kids prefer a big, athletic dog like a Rottweiler. Roxanne fears she will be stuck caring for the dog and a Roti will be too big for her.

All animal lovers, Roxanne's family want to give a dog a loving, forever home. Roxanne wants the boys to learn responsibility by caring for the dog, the husband really wants a companion and a guard dog.

They are doing their homework via information offered by comprehensive sites like the Petfinder's, the ASPCA and even the American Kennel Club site.

Values and Fears

Fixated on trying to find the perfect dog for the family. Unclear if they should adopt a puppy or a young dog. Wants the dog to be healthy and alert. They want truth and transparency from the shelter they choose.

Favorite Blogs and News Sources

The New York Daily News

Instagram

Facebook

Pinterest

The Huffington Post

Refinery21

The Zoe Report

Modern Mom

Hobbies and Interests

Fashion/shopping

Crafting

Family

Traveling