

“PAWSITIVE FUTURES” - Notes from Interviews

Primary Target Audience → Prospective Adopters

1. Emily
- Stats:
- 30 years old.
 - Married or Common-Law.
- Goals/Needs/Motivations:
- Adopt a dog, considering factors like dog's age, temperament, energy level, whether the dog have been socialized with other kids or pets.
 - Animal shelters over pet breeders or pet stores.
 - Animal shelters that emphasizes animal welfare, with positive reviews from previous adopters and provides clear information about the adoption process including fees, vaccination details, etc...
 - Active interaction with the community by the animal shelter through online presence like social media and their website.
 - Comprehensive profiles of animals available for adoption in the animal shelter's website, including photos and other important information.
 - A website with clear navigation, resources that educate adopters about pet ownership.
 - Give needy animals a second chance and to support responsible, ethical breeding practices.

- Frustrations:
- Websites which are outdated or lack detailed information.
 - Long loading times, unclear and uneasy navigation.

- Conclusion:
- Prefers to adopt a dog from an animal shelter with active community interaction and easy user experience. Supports ethical breeding practices over pet breeders.

1. Jake
- Stats:
- 45 years old.
- Goals/Needs/Motivations:
- Animal shelters that are transparent about their operations, promote their mission effectively on their websites.
 - Provide a loving home to an animal in need.
 - Animal shelters over pet breeders or pet stores.
 - Return policies and post-adoption support.
 - Animal's background information and health history and other important information.
 - Hate pet overpopulation.
 - User friendly UI with filters to find pets based on different criteria.
 - Success stories with adoptions section on website.

- Frustrations:
- Lacking profiles on available animals with enough information about them.
 - Slow websites.

- Conclusion:
- Likes having many information related to adoption process and animals up for adoption, with easy navigation and fast access with filters when considering a new adoption.

1. Mia
- Stats:
- 28 years old.
- Goals/Needs/Motivations:
- Adopt a bunny.
 - Provide a loving home to an animal that might otherwise be overlooked.
 - Reputation of animal shelters in the community.
 - Recommendations by friends or online.
 - Information about the animal and their care requirements.
 - Clear adoption process by the animal shelter.
 - Website with animal profiles with good quality pictures, videos and important information.
 - Blogs and resources that educate adopters about pet ownership.
 - Testimonials from previous adopters.

- Frustrations:
- Websites which are outdated or lack detailed information.
 - Unclear and uneasy navigation.

- Conclusion:
- Prefers to adopt a bunny from well reputed an animal shelter with up-to-date information and easy user experience.

Secondary Target Audience → Staff and Volunteers

1. Nathan
- Stats:
- 32 years old.
 - Part-time dog trainer.
 - Volunteer as an animal caregiver at a local shelter.
- Goals/Needs/Motivations:
- Passionate about animal welfare.
 - Seeing positive transformations that occur when animals receive proper care and training.
 - Work with a team that prioritizes well-being and advocates for their needs.
 - up-to-date volunteer opportunities and information on the animal shelter website.
 - A dedicated "Volunteer" section on the website with necessary information.
 - Stories and experiences from current volunteers.

- Frustrations:
- Unorganized websites, that makes it challenging to find important information.

- Conclusion:
- Prefers to volunteer in an animal shelter with a team that prioritizes well-being and advocates for their needs, and provide necessary information seamlessly through their websites.

1. Sarah
- Stats:
- 27 years old.
 - Degree in Veterinary Technology
- Goals/Needs/Motivations:
- Believe in giving animals a second chance.
 - To help with the fact that many shelter animals require specialized attention and care.
 - Necessary information regarding available positions and other related information on the website.
 - Information about animal shelter's philosophy regarding animal care and welfare and related information.
 - A well-organized "Careers" section on the website with necessary information.
 - Platform access to training modules and/or educational resources for prospective employees.

- Frustrations:
- Limited resources on the website regarding career opportunities or professional growth within the organization.

- Conclusion:
- Prefers to work with an animal shelter with a website that should provide clearer career resources and training to better support passionate individuals seeking to help animals.

1. Kate
- Stats:
- 29 years old.
 - Volunteer as a foster caregiver.
- Goals/Needs/Motivations:
- Believe in giving animals a chance to thrive in loving and supportive environment until they find their forever homes.
 - Straightforward application for volunteering with more detailed information beforehand.
 - User friendly layout on the website to encourage people to apply as fosters.
 - Resources on the websites regarding care guidelines and related.
 - Success stories from current fosters that showcase how fostering can transform a pet's life.

- Frustrations:
- Website lacking real time availability updates regarding the animals in need of fosters.

- Conclusion:
- Creating a dedicated "Fostering" section with comprehensive information and resources that would encourage more community involvement and better prepare potential fosters for their important role.

Tertiary Target Audience → Supporters

1. Micheal
- Stats:
- 45 years old.
 - Local business owner.
- Goals/Needs/Motivations:
- Believe in giving back to community.
 - Support non-profit organizations.
 - Love animals and desire to create a better environment for the community.
 - Easier access to preferred information on animal shelter's website.
 - Highlights of past fundraising successes shown on animal shelter's website.
 - Updates on how donations have helped animals or community programs.

- Frustrations:
- Lack of transparency of how funds are used by the organization.

- Conclusion:
- Willing to support animal shelters if has transparency to funds, updates on how they're used on to created a better environment for animals and community.

1. James
- Stats:
- 40 years old.
 - Community outreach and volunteer management.
- Goals/Needs/Motivations:
- Raise awareness about animal shelters and needs, while engaging the community.
 - Inspire for more volunteering and adoptions.
 - Focus on outreach programs and how they communicate goals of animal shelters.
 - Clear preferred information.
 - Dedicated "Get Involved" section.
 - Success stories regarding previous outreach efforts.
 - Effective communication on the website.

- Frustrations:
- Not enough visibility on shelter's mission.

- Conclusion:
- Willing to raise awareness to animal shelter's, while expecting a clear mission and easy access to preferred information, also showcasing past success stories regarding outreach efforts.

1. Tom
- Stats:
- 52 years old.
- Goals/Needs/Motivations:
- Support animal welfare initiatives.
 - Believes in power of philanthropy to drive significant change.
 - Support animal shelter stems from deep-seated passion for animal well-being.
 - Look for clear information organization's strategic plan on the website.
 - A detailed "Our Impact" section on website with relevant information.
 - Updates about how donations were utilized inside the organization.

- Frustrations:
- Organizations failing to maintain regular communication about their activities and funding needs.

- Conclusion:
- Prefers a well-structured and informative website that emphasizes transparency, ongoing communication and strategic goals that would motivate more donors.

Primary

Leo Rivers



AGE	33
EDUCATION	Bachelor of Design
STATUS	Single
OCCUPATION	Interior Designer
LOCATION	Ottawa
TECH LITERATE	Medium to High

Prospective Adopter

“ I think adopting from a shelter makes a real difference in an animal's life.

Bio

I am Leo, 33, a creative individual who's obsessed with making designs. I always think about adopting a friendly cat.

Device Type



Needs, Goals & Motivations

- Adopt a cat after considering factors like age, breed, etc...
- Animal shelters with a good reputation online and with transparent operations.
- A website of the animal shelter with simple, organized layout and clear navigation, with profiles of animals for adoption and other important information.
- Blogs and resources that educate adopters about pet ownership.
- Return policies and post-adoption support.

Frustrations

- Websites which are outdated or lack detailed information.
- Long loading times, unclear and uneasy navigation.
- Slow websites.

Secondary

Ethan Cole



AGE	29
EDUCATION	Masters in Psychology
STATUS	Single
OCCUPATION	Social Worker
LOCATION	Ottawa
TECH LITERATE	Medium

Volunteer

“ I want to give vulnerable animals a chance to thrive in a loving and supporting environment.

Bio

Hi! I'm Ethan Cole. I am a focused and passionate individual who like to work with animals. I love giving care to needy animals.

Device Type



Needs, Goals & Motivations

- Believe in giving animals a second chance.
- Seeing positive transformations that occur when animals receive proper care and training.
- User friendly layout on the website to encourage people to apply as fosters.
- Necessary information regarding available positions and other related information on the website.

Frustrations

- Unorganized websites, that makes it challenging to find important information.
- Limited resources on the website regarding career opportunities or professional growth within the organization.
- Website lacking real time availability updates regarding the animals in need of fosters.

Tertiary

Emily Johnson



AGE	46
EDUCATION	Masters in Business
STATUS	Married
OCCUPATION	Business Owner
LOCATION	Ottawa
TECH LITERATE	High

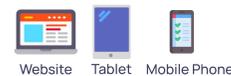
Supporter

“ I believe in giving back to the community.

Bio

My name is Emily Johnson. I own a business in Ottawa specializing in pet food and toys. I always look forward to support animals.

Device Type



Needs, Goals & Motivations

- Support animal welfare initiatives.
- Updates on how donations have helped animals or community programs.
- A dedicated section in the website for support with easy navigation.
- Highlights of past fundraising successes shown on animal shelter's website.
- Easier access to preferred information on animal shelter's website through simple design.

Frustrations

- Organizations failing to maintain regular communication about their activities and funding needs.
- Not enough showcase on the mission of animal shelter towards the community.
- Lack of transparency of how funds are used by the organization.