





## Leo Rivers

Adopters (Primary)

### Scenario

I want to adopt a cat after considering factors like age, breed from an animal shelter with a good reputation online and with transparent operations. I want to use the website mainly to find information about return policies and post-adoption support.

### Goals & Expectations

- A website with simple, organized layout and clear navigation, with profiles of animals for adoption and other important information.
- Resources that educate adopters about pet ownership.

STAGES	Stage 1	Stage 2	Stage 3	Stage 4
<b>STEPS</b>	Search	Compare	Decision	Proceeding
<b>THINKING</b>	<ul style="list-style-type: none"> <li>Where can I find a well reputed animal shelter that I can adopt a cat from, while having decent support after adopting the pet?</li> </ul>	<ul style="list-style-type: none"> <li>How can I get rid of the less ideal options for shelters and narrow it down for the best places to take the service from?</li> </ul>	<ul style="list-style-type: none"> <li>I need to choose one animal shelter to take the service from.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to proceed with taking the services from the animal shelter.</li> </ul>
<b>DOING</b>	<ul style="list-style-type: none"> <li>Google search nearby Animal Shelters.</li> <li>Open websites of several nearby shelters on separate tabs in a browser.</li> <li>Before seeing the websites, referring through online reviews about the places.</li> </ul>	<ul style="list-style-type: none"> <li>Go and check all the opened tabs about shelters and look for the first impression through the overall UI design, and the gut feeling when seeing the website.</li> <li>Close tabs of the places that aren't impressive, narrowing down the shelters.</li> </ul>	<ul style="list-style-type: none"> <li>An in depth analysis on 1-3 narrowed down choices, including navigation, transparency, resources, post-adoption process, etc.</li> <li>Close other remaining tabs with websites of the unwanted places</li> </ul>	<ul style="list-style-type: none"> <li>Go to animals that are up for adoption</li> <li>Choose an interested pet</li> <li>Go through all the details</li> <li>Proceed with other steps to adopting the pet through a straight-forward process.</li> </ul>
<b>PAIN POINTS</b>	<ul style="list-style-type: none"> <li>Filtering out biased reviews from the open-minded reviews about the shelters.</li> </ul>	<ul style="list-style-type: none"> <li>Being left out with 1 to 3 ideal choices of websites of places with almost similar looking designs and UX.</li> </ul>	<ul style="list-style-type: none"> <li>More time consuming and hard to decide what to choose, because of offering similarly great services.</li> </ul>	<ul style="list-style-type: none"> <li>A slight unsure feeling about a potential, less likely bad experience, which might ruin his previous satisfactions.</li> </ul>
<b>FEELING</b>	 Finds it a bit tough to find some honest, unbiased reviews.	 Deep thoughts on choosing 'one' place to take the service from.	 Feeling satisfied for choosing a good animal shelter.	 Satisfied for having an stress-free, straight-forward process
<b>OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>Always encourage stakeholders to leave positive reviews about the shelter, after providing them a wonderful service.</li> </ul>	<ul style="list-style-type: none"> <li>Have a unique, simple and appealing overall UI and layout design, which competes well with other competitors.</li> </ul>	<ul style="list-style-type: none"> <li>Think about all the needs of every stakeholder and touch every aspect/detail to give the user an ultimate UX, competing with others.</li> </ul>	<ul style="list-style-type: none"> <li>Provide a transparent, straight-forward process, with an updated database of available pets and accurate information about them.</li> </ul>