

PERSONA



Personal Summary

Terri is extroverted and social. Childless, she feels she has a lot of love to give.

Demographics

Age: 51 – 60
Gender: Female
Income Level: 60K+
Education: College Graduate
Location: Urban (Queens)

Terri - Middle-aged Woman

Her Story

Terri is in her fifties and she is transitioning in her career. She always loved animals and wanted a pet, but her busy lifestyle as a marketing executive did not allow for one. As a result of downsizing at her former company, Terri finds herself with a little more time on her hands as she now works as a consultant and fills in gaps with customer service gigs.

She is single and owns her one-bedroom apartment in the city or Brooklyn. She would like a small rescue dog and she has quizzed her dog owning neighbors on how they found their pet. The answers were nearly unanimous; a pet shelter that was located on the internet.

Terri now peruses the internet and looks at various sites to find the dog of her dreams. Terri wants a “buddy” and something to care for.

Quotes

“We didn't want a pet that was bred for sale, there are many homeless animals we could provide with a home”

Challenges and Goals

Loves to travel does not want to leave dog for extended periods of time

Does not want to take a lot of time to train dog.

Needs small dog, nothing bigger than a terrier, so that she may travel with it.

Realistically what is needed financially and materially for the dog?

Values and Fears

Terri knows that she needs a dog that would mirror her energy level (medium) and her extroverted personality. She worries that a shelter dog may come with a hidden problem, that the shelter has either glossed over or forgotten to mention, i.e.... health or temperament issues.

Favorite Blogs and News Sources

New York Times
Facebook
Instagram
New York Post Page Six
The Shade Room
Goop
The Huffington Report
TravelNoir

Hobbies and Interests

The Arts — museums, art galleries, lectures
Reading
Volunteering
Active in various community organizations