

# 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