

The Household Coordinator



"I don't mind managing it, I just don't want to manage it alone."

Bio

Name: Sarah
Age: 38
Occupation: Marketing Manager
Household: Married, 2 kids (8 & 11), 2 dogs
Tech Comfort: High
Role in Pet Care: Primary organizer

Sarah works full-time and manages most household logistics. Her kids help with feeding and walking, and her husband helps occasionally, but she is the default decision-maker for vet visits and medications.

Goals

- Ensure dogs never miss medications or vet visits
- Share responsibility without constant reminders
- Keep all records in one place
- Reduce mental load

Behaviors

- Set phone reminders
- Keeps meds on the counter as visual cues
- Searches email for vet records
- Texts spouse to confirm tasks

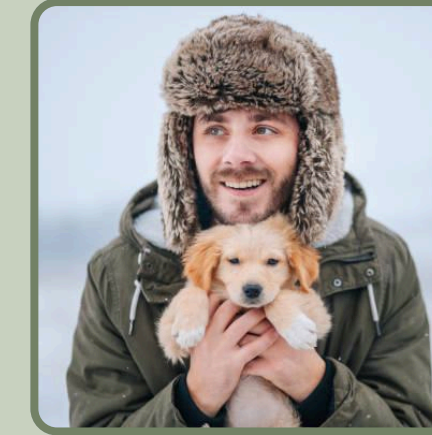
Pain Points

- "I thought you gave it" confusion
- Monthly heartworm doses get forgotten
- Vet reminders buried in emails
- Multiple dogs = separate schedules
- Feels responsible if something is missed

Motivations

- Peace of mind
- Protecting her pets' health
- Efficiency in a busy household
- Visibility across caregivers

The New Pet Parent



"I just want to know I am doing this right."

Bio

Name: Jason
Age: 32
Occupation: Remote Software Engineer
Household: Married, first dog (puppy)
Tech Comfort: Very High
Role in Pet Care: Co-caretaker, information-seeker

Jason and his spouse recently adopted their first dog. They want to "do everything right." He spends time Googling breed-specific care tips and watching YouTube videos.

Goals

- Understand breed-specific needs
- Prevent common health issues
- Create good routines early
- Feel confident as a new dog owner
- Share responsibility with spouse

Behaviors

- Googles "How often to groom Golden Retriever"
- Saves articles
- Watches videos about dog care
- Calls vet with small questions

Pain Points

- Information overload online
- Conflicting advice
- Unsure about grooming frequency
- Doesn't know what's "normal" behavior
- Hard to know what applies specifically to his breed

Motivations

- Being a responsible pet owner
- Avoiding costly vet emergencies
- Learning proactively
- Confidence in decision-making