



Rachel Horton

Age: 29
 Work: Graphic Designer
 Location: Toronto
 Archetype: Caregiver
 Home: Condo
 Pronouns: She/her

Bio

Rachel, a self-described extrovert and dog-person, has been looking into adopting a dog for the past 3 years. She grew up in a family that only adopted their pets and viewed them as family members. Since moving into her new home, she has applied to adopt several dogs but has not been successful.

Rachel has only been applying to shelter websites she is familiar with and has not used websites like Petfinder and AdoptaPet.com. She questions how the increase in demand for adoptable dogs has influenced their collection and criteria process. She feels conflicted about adopting a pet during this high demand because she anticipates there may be a spike in return to shelter rates when people return to work.

Rachel believes she would be an amazing parent to a future fur baby but is beginning to be disheartened by the adoption process. She wishes there was more information related to the surrender's rationale and history on Petfinder and AdoptaPet.com but will not endorse companies she suspects are unethical or monetarily driven.

Goals

- Adopt a dog in which she knows its history
- Adopt a dog that matches the needs of the dog with her abilities as an adopter.
- Gain a family member and feel less lonely

Pain Points

- She is beginning to question her abilities as a dog owner
- Gets frustrated by the lack of information on dog profiles
- Has applied for multiple dogs and hasn't received feedback on why she wasn't able to adopt
- She doesn't trust that the major adoption websites are ethical and have the dogs best interests at heart

Motivations

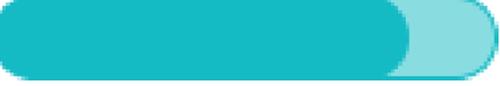
Love & Companionship



Social Status



Being Informed



Ethics



Finances



"Seeing adoption as trendy needs to stop. These dogs need to be placed in homes that are able to provide for their unique needs."