

ADOPTING A FUR-EVER FRIEND!



meet Briana!
a 23-year old content creator who lives alone in a new city. she's looking for a new furry roommate!

1. AWARENESS

Thoughts & Expectations

- I've lived alone for a while now.
- I want someone who can fit my active lifestyle and calm aesthetic!

Actions/Channels

- Watches adoption and rescue-related social media content.

Opportunities

- Offering all-in-one resources online!

feeling: excited ... but nervous!!

6. ADVOCACY

Thoughts & Expectations

- Briana is incredibly happy with her new friend.

Actions/Channels

- Begins spreading awareness of adoption centers on social media.
- Spends forever with her new friend!

Opportunities

- Offering a way for shelters to receive updates from adopted pets!

feeling: loved, happy,
excited for their journey

2. CONSIDERATION

Thoughts & Expectations

- Does my apartment complex allow dogs? Is there a monthly fee for pets?
- How many adoption shelters are there around me?
- Which ones are the best rated?
- Let's start messaging shelters!
- Jack Russell Terriers are pretty active dogs! Perfect for my small apartment too! And sooo cute!
- Awww, how about a Boston Terrier?!
- Now for shelters!
- ASPCA? My local shelter? Let's visit!

Actions/Channels

- Researches local animal shelters + the animals they have available.

5. ONBOARDING

Thoughts & Expectations

- I love Ash, my new best friend!

Actions/Channels

Creates content + spends lots of time with Ash.

- Starts training!
- Buys pet supplies (toys, cleaning supplies, etc.)

feeling: happy! she loves her new pup!



feeling: overwhelmed, indecisive!

3. VISITING

Thoughts & Expectations

- Look at all of these babies! I hope they find a home soon :(
- Aww, look at this one! He loves hikes and is only 2 years old! I would love to take him home.

Actions/Channels

- Visits various shelters in search of her new furry friend.
- Asks many questions about behavior, traits, favorite things, etc.
- Brings a friend for support!
- Finds Ash, a two-year-old Boston Terrier.

Opportunities

- Offering a one-stop-shop for people interested in adopting!

4. ADOPTION

Thoughts & Expectations

- Let's make things official!

Actions/Channels

- Completes adoption application and paperwork, pays adoption fees
- Gets landlord approval!
- Schedules first vet appointment/checkup!