



GRIEVING TOTO

understanding the user

PERSONA 1 - INTERVIEW

1. Do you own or have you owned any pets?

What are their names, and breed?

- 2 Nigerian Dwarf goats (Gaston & Dahlia)
- 1 Corgi dog (Sofia)
- 1 Newfoundland/Husky Dog (Alphonse)
- 1 Border Collie Mix Dog (Kohl)
- 6 New Born Puppies (Names TBA)

2. Do you use any pet related apps? If so, what are they and why do you use them?

No

3. Do you talk about any of your pets like he/she is a family member? Do you share stories and show pictures like you are a proud parent?

Yes! All the time. My daughter puts our Corgi in her baby carriage and walks around town.

4. Are you currently losing or have lost a pet?

How old is/was he or she? (allow owner to explain more)

We just lost a puppy at a couple of days old.

5. Did you have to tell a child? How did you explain it?

Yes. She knows that the puppy went to heaven because it was sick. She also knows that we tried our best to keep it alive.

6. How has the process of grieving your pet affected you? Have you looked up information on the computer or sought help elsewhere?

We sought help from an online dog group for ways to save the puppy.

7. Did you get another pet after losing your previous one? How long did you wait?

No. We have a lot of animals still.

8. Was it hard to accept your new pet? Why or why not?

N/A

9. Would you find it useful to have a community where you can share stories and photos about your pet? Would having an app on your phone be useful?

It depends on the purpose of the app. I'm in a lot of Facebook groups that are specific to each type of animal that I own.



MEGAN

AGE **32**

EDUCATION **HIGH SCHOOL**

OCCUPATION **STAY AT HOME MOM**

FAMILY **MARRIED**

PHYSICAL CHILDREN **ONE 5 YEAR OLD GIRL**

TECHNOLOGY **LAPTOP, SMARTPHONE, & SMART DEVICES**

TECH SKILL **SEMI EXPERIENCED USER**

LOCATION **PENNSYLVANIA**

PETS **2 NIGERIAN DWARF GOATS, 3 DOGS, & 6 NEW BORN PUPPIES**

BIO

Megan did not grow up with a lot of pets, however, she wanted to give her daughter that opportunity. Currently, Megan and her family has eleven animals.

Recently, one of the dogs Megan and her family owns had puppies. Shortly after the birth a puppy became sick. Her and her husband tried to seek help on the matter. Sadly, they were too late and the puppy passed away. As a result Megan had to explain to her five year old daughter about the death of a pet.

NEED

- To find a way to help with the loss pets
- To find explain the death of a pet to a child
- To contact with others
- To find ways to train all the new puppies

FRUSTRATION

- Never receives calls back from companies
- Receives the wrong information
- Takes too long to find information on the computer

EMPATHY MAP - MEGAN



THINK and **FEEL**

- Megan feels upset that one of the newborn puppies had become sick and passed away.
- Megan thinks that it is her responsibility to make sure that each of her animals stay healthy.

HEAR

- Megan hears her daughter's sadness with the loss of a puppy.

PAIN

- Megan's pain comes from having to explain to her daughter that they had lost a puppy.
- Her pain also comes from knowing that she could not save the sick puppy.

SEE

- Megan sees how losing a pet is affecting her daughter.

SAY and **DO**

- Megan is a loving and caring mother who will try anything to help animals.
- She is not afraid to seek help when she needs it.

GAIN

- Megan hopes to find a community that can help her and her daughter through the process of grieving.
- Megan wants to share and listen to others stories about their loss.

PERSONA 2 - INTERVIEW

1. Do you own or have you owned any pets?

What are their names, and breed?

I have owned and currently own dogs. Currently, there is Beau, a 9 year old dutch shepherd, Delihlia, a 3 year old Blue-Nose Pitbull, and Jo-Jo, a 4 month old Labrador mix.

2. Do you use any pet related apps? If so, what are they and why do you use them?

No, I have used Youtube for dog training.

3. Do you talk about any of your pets like he/she is a family member? Do you share stories and show pictures like you are a proud parent?

Yes, of course. My dogs are my people.

4. Are you currently losing or have lost a pet?

How old is/was he or she? (allow owner to explain more)

Yes. Beau who is 9 years old is currently sick, he has a tumor.

5. Did you have to tell a child? How did you explain it?

No

6. How has the process of grieving your pet affected you? Have you looked up information on the computer or sought help elsewhere?

Not well. Beau has been a big part of my life for the last 8 years. I have not looked up anything to help me through it.

7. Did you get another pet after losing your previous one? How long did you wait?

Yes, Jo-Jo came into my life. Two - three months, but Beau is still alive.

8. Was it hard to accept your new pet? Why or why not?

Yes. I was used to how Beau is, not how Jo-Jo is. I am trying to accept the fact that she isn't Beau. She doesn't act like him nor does she know how I am.

9. Would you find it useful to have a community where you can share stories and photos about your pet? Would having an app on your phone be useful?

Yes. Yes, I think it would be nice being around people who understand.



KEVIN

AGE **32**

EDUCATION **MASTERS DEGREE**

OCCUPATION **HIGH SCHOOL TEACHER**

FAMILY **MARRIED**

PHYSICAL CHILDREN **0**

TECHNOLOGY **LAPTOP, SMARTPHONE, & SMART DEVICES**

TECH SKILL **EXPERIENCED USER**

LOCATION **NEW YORK, NEW YORK**

PETS **3 DOGS**

BIO

Kevin loves animals, specifically dogs. He has grown up around them and currently has three of his own. Kevin currently has three dogs, ranging from nine years old to four months old.

Recently, Kevin's oldest dog became extremely sick. Kevin has gone to great means to keep his sickly dog comfortable. He is having a hard time with the fact that he is losing his best friend of eight years.

NEED

- To find information on how to grieve
- To find a community to connect with
- To have a place to share stories with others

FRUSTRATION

- No one understanding how it he feels with his dog being sick
- No one talks about losing a dog
- Losing a dog

EMPATHY MAP - KEVIN



THINK and **FEEL**

- Kevin Feels sad because he knows his dog of 8 years is sick.
- He loves his dogs as if they were his children.

HEAR

- Kevin hears others say it is just a pet when he expresses his sadness

PAIN

- Kevin's pain comes from having to watch his dog struggle for the last few months.
- He does everything he can to make his dogs comfortable, even if it takes a physical toll.

SEE

- Kevin sees how much pain his dog is in.

SAY and **DO**

- Kevin is a loving and caring person who is always willing to help
- He speaks his mind, and tells others how things really are.

GAIN

- Kevin hopes to find the right help for his sick dog as well help for himself when the time is right.
- Kevin wants to share and listen to stories about other dog owners' experiences.