

# Using personas in your research

## PRACTICE GUIDE

This persona template was first shared via [my Substack](#). It is based on a hypothetical scenario in which your project is investigating people's choices when it comes to getting a pet. Feel free to take inspiration from this or adapt it to your own work! Note that this is designed as a detailed persona - always make sure you don't include too much or too little detail in your personas, based on your specific objectives.



**Alex Rivera**  
42 years old

### Occupation

Regional sales manager for a manufacturing company

### Income

£55,000 annually

### Demographics

- Lives in a suburban townhouse with a small backyard
- Single, no children, travels frequently for work
- College-educated with business degree
- Grew up with family dogs but hasn't owned a pet as an adult

### Behaviours

- Shops primarily online for convenience
- Uses smartphone apps for most purchases and research
- Prefers reading reviews and comparison articles before major decisions
- Tends to research extensively before making significant commitments

### Goals and motivations

- Find a companion animal that fits their busy lifestyle
- Make an informed, responsible decision about pet ownership
- Create a welcoming home environment
- Learn from other working professionals' pet experiences
- Establish routines that benefit both career and potential pet

### Typical scenarios

- Browses pet adoption websites during evening downtime in hotels
- Visits pet stores on weekends to observe different animals
- Asks colleagues with pets about their experiences
- Researches pet care services and costs in their local area
- Compares pet insurance options and veterinary clinic reviews

### Pain points and challenges

- Frequent travel schedule conflicts with pet care needs
- Uncertainty about which type of pet suits their situation
- Guilt about potentially not providing enough attention to a pet
- Conflicting advice from friends, family, and online sources
- Worry about emergency situations while traveling