

Paul Petwhisper



"A clean, cared for pet is a happy, healthy pet."

Age: 47
Education: BS in Animal Science
Occupation: Pet Kennel Owner
Family: Married, 2 children
Location: Grand Rapids, MI
Character: Compassionate
Household Income: \$59,000

Trustworthy

Patient

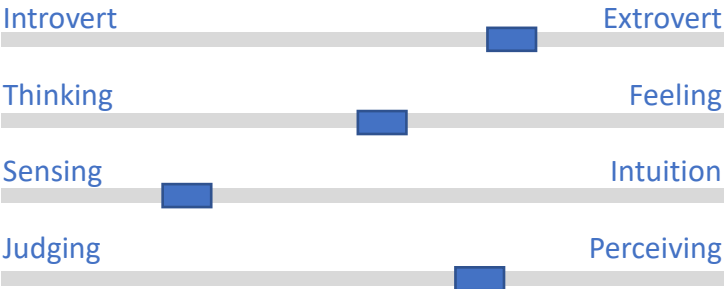
Reliable

Meticulous

Bio

Paul founded Whiskers Resort and Pet Spa after hearing of experiences his friends had with other pet kennels. He wanted to create an inviting, neighborhood-friendly pet care center, that doesn't smell like animals. He wants pets to feel comfortable at the spa, leave clean and fresh. His is mindful to keep the kennels very clean, but determined to not smell like bleach or other deep-cleaning solvents.

Personality



Brands & Influencers



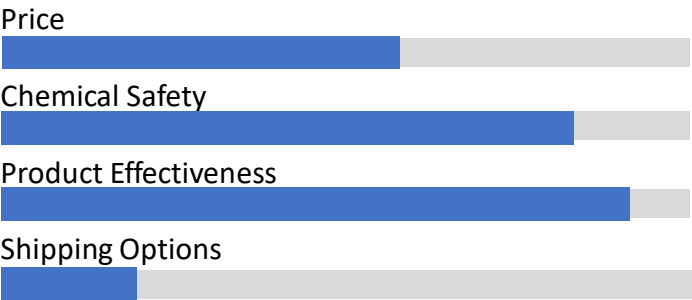
Goals

- Animal safety, cleanliness, and disposition
- Wants pets to enjoy time at Whiskers Resort
- Focused on clean kennels and odor free environment

Frustrations

- Does not want neighbor complaints of odors
- Frustrated with number of unknown, unsafe cleaners
- Looking for consistent biodegradable cleaners

Motivation



Technology Experience

