

Lucy Whitehouse

Proto-Persona 1.0
Primary Target

“I love what I do, but it’s excruciating seeing animals in distress. When days are draining emotionally and mentally, the sooner I can start vegging out to classic *Real Housewives of New York* seasons, the better.”

Demographics

28 years old
Veterinarian
Single, **but very ready to start dating**
Copake, NY
iPhone, Apple Watch, and MacBook Air

Technology Usage and Experience

○○○○ Coding
●●●○ Voice Experiences
●●●● Social Media Nonsense
●●●● Mobile devices

Meet Lucy (and her patient, Rocco)

Lucy is a 28-year-old animal lover living solo in New York’s rural Hudson Valley. Because she’s hoping to own her own veterinary practice before turning 40, she doesn’t have a ton of time for things outside of her career. And after a particularly tough day, she does enjoy unwinding a glass of wine and trash TV.

While Lucy doesn’t consider herself a techie, she can’t live without her iPhone or Apple Watch and is generally comfortable trying new tech, especially when it might help her treat her patients. Due to her limited free time, however, she’s quick to abandon something when it doesn’t work right *the very first time*.

Motivations, Needs, and Goals

- Adopt a rescue dog or four
- Buy into a veterinary practice by 40
- Establish a go-to-site practice for local farmers and homesteaders
- Install a fire pit and inground pool

Everyday Activities and Environment

- Hiking and exploring both on and off her 42-acre property
- Outdoorsy—loves skiing and kayaking
- Rural location means it’s easy to control noise (aside from weather)

Challenges and Frustrations

- Feeling isolated in rural New York
- Taking care of her 42-acre property
- Getting down to the city for some fun

Speaking Style

- Needs* to speak informally after a day being professional with pet owners
- Gets frustrated repeating herself after a day of wrangling animals
- Can speak quietly due to exhaustion

