**\*Disclaimer: I could not fit all the criteria for site maps and wire frames on a single page, some info mentioned in this persona exercise may not have made it to the site/wire frames.**

**Personas**

**SHOP: Home Brew and Wine purveyor**

**Persona 1:** Logan is a late 20-30 something bachelor that has been out of college/graduate school for several years. His engineering career provides him a comfortable lifestyle, which allows him to own the Android HTC Incredible, kindle, desktop computer with multiple flat screens hooked up to it. He is the type to research and window shop online to compare prices before purchasing. The grill is his domain and he is the type to take pictures of his dude food and post it on facebook for other guys to approve of his big burgers and steak dinners, and frowns at men who “like salad.” He is a die-hard sports fan of football/baseball/hockey. As a former Eagle Scout, he likes to be “self-sufficient” and if he could “live off the grid.” Logan values practicality and frugality that he found home brew is more affordable then buying it at the local packie. He relies on customer reviews to make his decision. He is a gear head and likes to buy the latest electronics and accouterments to everything.

**Website features**: Latest sale on brew kits (slide show), brewing equipment, ingredients, kegging, cooling systems, shopping cart, My Accounts, customer reviews, very visible pricing and promotions, customer service, buttons for applications like, “Like us on Facebook”, calendar when Hops are in season and for microbrew festival/tastings. Also the website would include a “sign up for our newsletter.” There will be a banner at the top to advertise online promotions on select items. Copyright and all rights reserved at the footer.

**Persona 2:** William is a rather tech savvy, youthful 50+ year old from the upper middle class that has developed a discernible palette to wine. He loves the finer things in life like his iPad and he is in touch with the world around him. He is the type to take food tours across Europe and Northern California with his wife and friends. One of their favorite pastimes is visiting new wineries and experiencing tastings. He enjoys taking his family on cruises. They like to buy expensive fruit baskets, specialty meats/cheese/cigars/cognac and nice wine to give to friends for parties. He likes to shop online when he is traveling or has free time. He buys on multiple platforms-iPhone, and iPad. Sometimes he likes to call customer service if he has any questions instead of emailing, which he finds cumbersome. He types with two fingers. He loves skype and the use of gmail. He doesn’t care to use Facebook too often. This first time buyer envisions he would create his own wine to gift to family and friends. He does not know where to start.

**Website features**: Customers want to know where they can buy the wine recipe kits, ingredients, grapes, labels, corks, equipment, and calendar when the fruit are in season, books on making wine, customer service, account page, gift certificate section, staff picks and reviews, pre-order items so he doesn’t forget, a catalog, and visible phone number, and shopping cart. If he doesn’t want to search the whole site, and he knows what he wants, there is a search bar right at the top. Since he is a first time buyer, there is a section for FAQ, site map, website certificates at the bottom of page, first time brewing section, copyright and all rights reserved at the footer.

**Blog: Top Marathon Runner blog**

**Persona 1:** Alison is a 20-30 something year old who made fitness her life. She started off as a couch to 5k runner to now having a few 10ks and half marathons under her belt. She is part of a running club in her city, is a member at a gym, is on the newsletter of 1-2 sports clothing stores and receives emails about upcoming races. Alison is a member of mapmyrun, loseit, Nike, itunes, facebook, google +, instagram, and twitter. She loves fitness apps on her iPhone and is well connected to the web through her PC, phone and kindle. She shops at Whole Foods, Lululemon, Athleta, does yoga and is a part of the cross fit/ Paleo movement and enjoys eating “clean.” You won’t see her at the bar, but at a runner’s expo. She is following a blog to learn about the latest trends in the running community by a respected runner. She wants to tap into the mind of a marathon runner to learn what makes them tick and learn about ways to improve her running method. Alison wants to make the leap into marathon running then maybe at some point ultra-marathon running. She follows the blog to enter into sweepstakes to win the latest clothing, workout soundtracks, latest gear, water bottle, book or gift certificate for a new pair of running shoes.

**Blog features:** articles on everything running related from food to gear, pre and post marathon coverage, running routes, injuries, recipes etc. It would include sweepstakes, polls, pictures, sometimes interviews, advertisements/advertorials on gear, RSS feed, add to email list, About section on the runner, spotlight on a runner. Website shows followers from pinterest, instagram, facebook, google buttons and website tags displayed. Copyright and all rights reserved at the footer.

**Persona 2:** Coconut Water Company wants to advertise with this blogger and is looking for opportunities to work with this person. They are growing their gorilla social media marketing as they do not have a large marketing budget. They need more influential leaders on their side to push their products. They want to see if there are any other coconut water companies already advertised on the site, how many people visit the site per day, see if the runner has any advertorials, see what kind of pictures of food she posts, any races where the water company advertises, see what kind of contest the runner hosts and if there are any coupon giveaways. This company believes their values align with the runner and want to find an affordable way to gain new customers and grow a partnership.

**Blog features:** Blog will have a “x # of visitors”, side bar with advertisements, Archives search bar, Side bar for Top 10 most read posts, a link to a page to submit inquiries from press/companies/viewers, recipe section, copyright and all rights reserved at the footer.

**Portfolio: Graphic Design portfolio**

**Persona 1:** Courtney, head hunter

She is on the lookout for top talent in the creative industry. She found that the website came up number one in Google due to SEO keywords. After that piqued her interest, she wanted to find out the name of the graphic artist, what work they completed, where they worked, who they worked with, background, and skills. They got to find 20-50 other potential clients, so they won’t spend more than 3 minutes on the site to absorb as much information as possible.

**Website features:** The website will act as the visual extension to the resume. Graphic artist name is visible at the top left and a menu bar at the top for easy navigation to different pages. In the navigation bar it will have: home, about (education/skills), work, blog, and services. There will be a few photos or one photo of the person’s work on the front page. Copyright and all rights reserved at the footer.

**Persona 2:** Potential employer, Arnold Worldwide found website from LinkedIn after potential employee had first round interview

The employer wants to see the graphic artists capabilities and get a sense of the person by reading their “about” section and browse their blog. They want to make sure they will have not just a great match in talent, but personality. Since they want to make sure they are making the right decision, they will spend a longer looking through the photos to make an accurate assessment.

**Website features:** Same for persona 1, the front page will be easy to navigate. Copyright and all rights reserved at the footer.