**Persona Reviews**

**Persona 1:** Dave Harris

* **First Impression:** Dave Harris has the appearance of a smart businessman.
* **Final Impression:** Dave has the main priorities for this website laid out. He is very easy to get in touch with, he is available via email most times of the day. He is also relatively tech savvy and has UI skills.

**Persona 2:** David Thompson

* **First impression:** David Thompson looks like a retired businessman who struggles with technology.
* **Final Impression:** David Thompson is a semi-retired businessman who still works part time, is a specialist in improving employee performance and is reasonably tech savvy but has little patience for complicated issues due to connection and complicated menus. He is interested in monitoring his health.