

Persona's Name: Jillian Hutchins

Age: 22

Lives in: Rexburg

Occupation: Student

What types of activities does this persona do online?

1. Youtube
2. Ilearn
3. Byui.edu
4. Email
5. Shopping

What activities would this persona perform on your web site?

1. Look for help
2. Find a quote
3. Look for phone number
4. Check for satisfaction
- 5.

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who...

Answer: We are iDude Haulers

2. Question: What...

Answer: We are a campus moving team of students

3. Question: Why...

Answer: To provide the best affordable moving rates in rexburg

4. Question: Where...

Answer: Rexburg Idaho

5. Question: When...

Answer: Only during the winter and spring.

6. Question: How...

Answer: With our muscles and the Ol' Impala.

Persona's Name: Isaac Lightborn

Age: 25

Lives in: Solstia

Occupation: Military

What types of activities does this persona do online?

1. Religious sites
2. Lock picking
3. photoshop
4. Gaming
- 5.

What activities would this persona perform on your web site?

1. Look for affordable rates
2. Laugh at our ridiculous bios
3. Enjoy the money he's be saving
- 4.
- 5.

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who...

Answer:

2. Question: What...

Answer:

3. Question: Why...

Answer:

4. Question: Where...

Answer:

5. Question: When...

Answer:

6. Question: How...

Answer:

Persona's Name: Robert Austin

Age: 26

Lives in: Rexburg Idaho

Occupation: student/part time at a comic book store

What types of activities does this persona do online?

1. Youtube
2. Conspiracy theories
3. wikipedia
4. ilearn
- 5.

What activities would this persona perform on your web site?

1. See if they could find someone who could haul his stuff to somewhere else
2. Look for a phone number to call
3. Read our bios to make sure we weren't crazy
4. See if the prices are affordable (they are)
- 5.

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who... is the guy that came up with this?

Answer: Jake Bird

2. Question: What... is the cost of using your service

Answer: We'll come on over and give you a fair quote.

3. Question: Why... should I use you guys?

Answer: Because you don't have anyone else if you are seriously looking online for help with moving your stuff.

4. Question: Where... can I meet you to make arrangements?

Answer: Anywhere in campus housing or married housing.

5. Question: When... can we meet?

Answer: Right now, after 2 everyday excluding Tuesday and Saturdays.

6. Question: How... are you going to move my stuff.

Answer: Using nothing but sheer will power, boxes, the ol' impala, and muscles!