

Jaymes Bunce

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CIT260-06

19 January 2018

Persona's Name: Jake Smith

Age: 24

Lives in: New Mexico

Occupation: Student

What types of activities does this persona do online?

1. Reads tech articles
2. Buys games
3. Watches internet media
4. Studies in online classes
5. Looks at drone how to videos

What activities would this persona perform on your web site?

1. Buy games as discounted prices
2. Trade games for points
3. Send in discs for digital downloads
4. Gift a friend a game
5. See what is trending in the gaming world

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 are these guys and why can they give me good deals?

Answer: We are a company that works directly with those of Microsoft, Valve, Steam, (.etc) to help provide digital games at the most connivant and affordable prices.

2. Question: What games are available?

Answer: We have the latest selection of AAA games to choose from, and if we don't have a game that you would like, you can send in a request to add it to our available purchases.

3. Question: Why would I pick d2d over xbox.com or cdkeys?

Answer: We provide the most secure and reliable service for you to send your games and receive a code in the least amount of time.

4. Question: When will I receive a code? I don't want to be without my games.

Answer: We guarantee that within 3 days your game will be processed, evaluated and a code will be sent back to you.

5. Question: How do you verify if I can get a code?

Answer: We test and inspect discs, if all checks out we send you a code, otherwise we will contact you if there are any issues or delays.

Persona's Name: Emily

Age: 19

Lives in: Rexburg

Occupation: Student

What types of activities does this persona do online?

1. Pinterest
2. Instagram
3. Real Estate
4. Watching movies/shows
5. Puppies

What activities would this persona perform on your web site?

1. Trade in old games for new games
2. Sell games for a profit
3. Buy someone else a game
4. Sell in system for bigger system
5. Buy other digital content that is offered

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 are you?

Answer: We are a group of gamers dedicated to providing the best experience for all of those to wish to trade and purchase games.

2. Question: What made you think of this idea?

Answer: I found myself trying to find a website or service that could provide the deals and fair-trading prices for my games.

3. Question: Why do I benefit from not being a gamer?

Answer: We make it simple to buy and trade games so that you can get the perfect game for a friend or family member. You can also use us to declutter old games from a partner or family member

4. Question: Where does it take place?

Answer: We are locally here in Rexburg!

5. Question: When is the fastest time the sale will go through?

Answer: We guarantee at most a 3 day evaluation for our games.

6. Question: How was this all possible?

Answer: Due to our partnership with the game companies correctly we send them to them and they reuse them to create new games.

Persona's Name: Richard

Age: 52

Lives in: Colorado

Occupation: Head of Film at Stars entertainment

What types of activities does this persona do online?

1. Builds Computers
2. Reads articles on film production
3. Buys gifts for family members on Amazon
4. Visits and reads about CES
5. Plays Emulators

What activities would this persona perform on your web site?

1. Shop games for loved ones
2. Trade in older games for credit
3. Read the latest on trending video game news
4. Buy digital pc games
5. Read about our company and its validity

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 can I gift these codes to?

Answer: We give a gift email which allows to you print off or send to the person of your choosing.

2. Question: What old retro games do you accept?

Answer: We mostly accept games that have been popularized of the years and those that collectors wish to find.

3. Question: Why can't I buy a game with points while I have a game being processed?

Answer: We have to verify the disc meets standards to be awarded a code or points.

4. Question: Where can I redeem my codes?

Answer: We send instructions with our email to you that will walk you through step by step on how to redeem a code.

5. Question: When will I receive a code that I have purchased?

Answer: It should arrive immediately to your inbox.

6. Question: How can I use multiple payments?

Answer: We have a section on checkout that will allow you to add additional means of purchase to your overall bill.