

Site Definition

What is the primary goal of this website?

The primary goal is to promote myself to the visitor by entertaining them through presenting my portfolio to look through and informing them with my resume about my skill/work experience. The action the visitor will hopefully take after interacting with the website is to get in contact with me.

What is the target audience for this website?

The target audience are potential employers, and customers.

Persona example



Randel

- 43 years old Businessman working as a hiring agent
- BFA, upper income, married, hi-speed connection, hp company laptop
- LinkedIn, 6 hours a day
- Mountain biking, investing, going out drinking

- Enjoys investing in new opportunities