

Persona's Name: Donna

Age: 55

Lives in: Oregon

Occupation: Home Caregiver

What types of activities does this persona do online?

1. Facebook
2. Facebook games
3. Family History
4. Email
5. Cooking Sites

What activities would this persona perform on your web site?

1. Reading
2. Uploading photos and documents
3. Designing
4. Ordering
5. Purchasing

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...will be designing my book?

Answer: We have a team of trained designers who will put together your book

2. Question: What...kinds of discounts do you offer?

Answer: We have monthly deals that we advertise on our homepage.

3. Question: Why...is this a useful service?

Answer: It allows you to create a nice gift for family members who have lost someone close.

4. Question: Where...do I go to upload my photos?

Answer: After you log in, you will see a tab that says: "My photos" on the top of the screen.

5. Question: When...will I receive my product?

Answer: Five to ten business days after it has been printed.

6. Question: How...do I start?

Answer: You start by setting up an account with us. The link is on the main page.

Persona's Name: Sarah

Age: 30

Lives in: Texas

Occupation: Stay -at-home mom

What types of activities does this persona do online?

1. Pinterest
2. Facebook
3. Youtube
4. Creates photobooks
5. etsy

What activities would this persona perform on your web site?

1. Design book
2. Compile videos
3. Ordering product
4. Set up account
5. Contact company with questions

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...do I contact with questions?

Answer: You can call our office directly at 253-643-1342 with any questions

2. Question: What...is the limit of content I can have in my product.

Answer: You will be charged for every page after 60 pages. DVDs are a limit of 1 hour.

3. Question: Why...did you start this service?

Answer: Family is the most important thing to us. When a family member passes, we want to remember them.

4. Question: Where...Is your main office?

Answer: West Lafayette, IN

5. Question: When...can I start?

Answer: Right now!

6. Question: How...do I make the payment?

Answer: You will input your card number as requested to order your finished product.

Persona's Name:Greg

Age: 72

Lives in: Montana

Occupation: Retired Farmer

What types of activities does this persona do online?

1. Check the news
2. Watch documentaries
3. Type emails
4. Amazon shopping
- 5.

What activities would this persona perform on your web site?

1. Order book
2. Have company compile book
3. Call for assistance
4. Chat with representaives
5. Record stories.

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 in charge of this Business?

Answer: The business owner and creator is Erika Hunter

2. Question: What...can you do for me.

Answer: We can help you create this product by giving you helpful resources and assistance from our team directly.

3. Question: Why...do I have to purchase the product before I create it?

Answer: Our software that is used to design and compile is very expensive, so we require that clients pay us before they use it.

4. Question: Where...can I go to share this with my friends.

Answer: You can like our FB page and share our link on Facebook.

5. Question: When...can I call your office

Answer: Our office hours are 10-5pm

6. Question: How...do the audio recordings in the books work?

Answer: There is a speaker device that corresponds with each page number of the book.