# Persona:

Name: John McClane

Location: New York, New York

Age: 33

Gender: Male

Bio: Law Enforcement, Father, Chain Smoker, Alcoholic, Divorced, armed.

Interests: The Mets (probably?), chain smoking, Bourbon, puzzles, Communist German Nationals.

Likes: Baseball, old detective shows, domestic river beer.

Dislikes: New York, New York State, Eastern European accents.

Purpose of visiting website: Buy 9mm and white muscle shirts. In a rush (Something about Gruber), menu needs to be very simple and intuitive. Space on home page filled with specified user ads with option to buy from home screen. Contrasting colors to draw consumers eyes to item images and buy buttons