

Site 1: Restaurant: Gaslight

User Profile 1:

Gretchen

Mid-30's, single, web designer

Wants someplace hip to meet a friend for brunch

She wants to see what the vibe is like inside and if it is well-designed

She wants to see the hours and make sure brunch is offered

She wants to see directions and whether there is access from the T

She also wants to know that they serve authentic, well presented food. She wants the whole experience so she can have a great time catching up with her friend.

User Profile 2:

Sarah

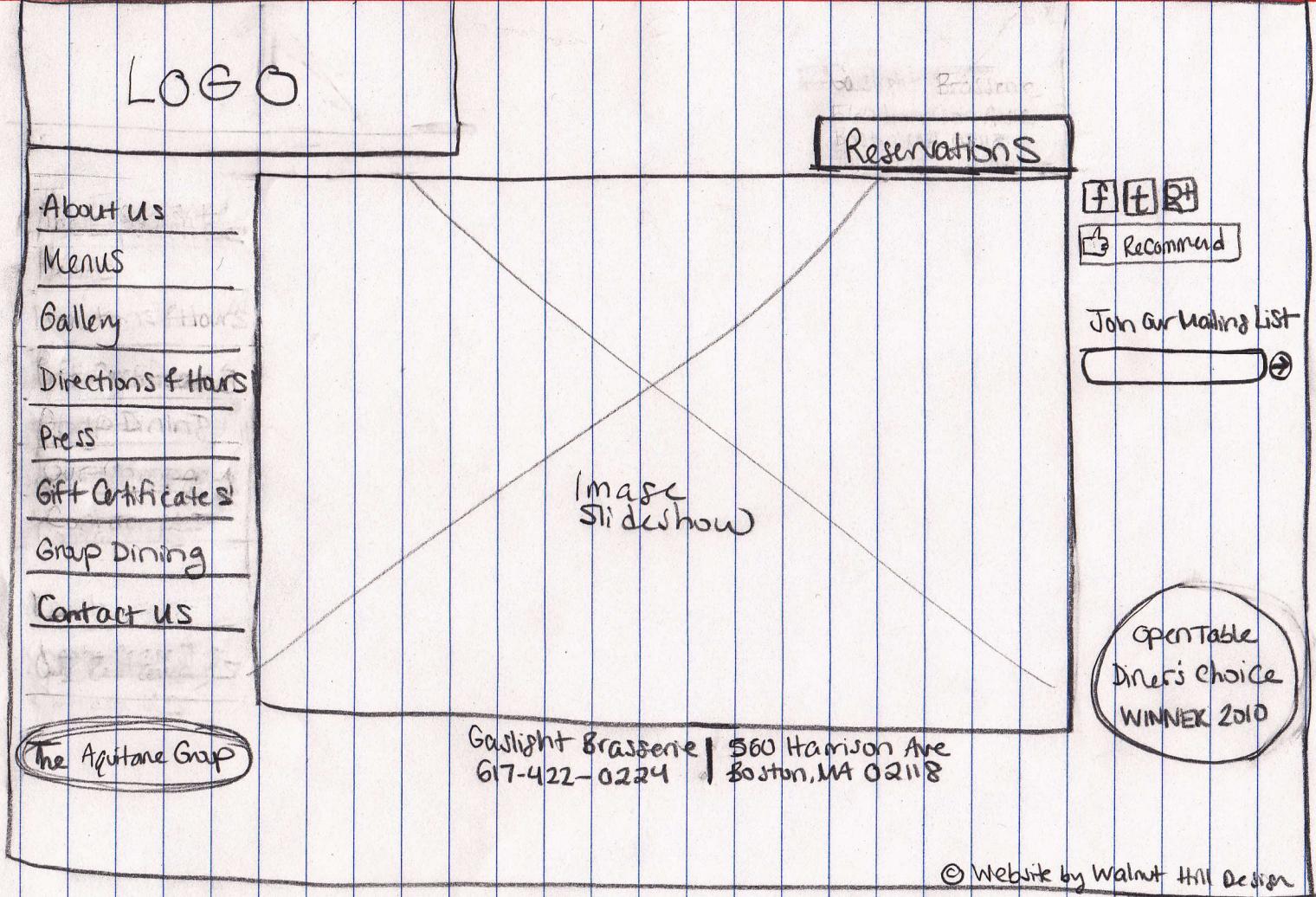
Late 40's, married with children, Human Resources Director

Sarah is looking for a nice place to have dinner with her husband and get away from the kids.

She wants to make a reservation easily, read the menu, and look at the wine list. Also, the dessert menu.

She wants to see if the place feels romantic and intimate - she has had it with loud, packed chain restaurants. She and her husband don't get to do this often, so she wants it to be special.

www.gaslight560.com



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Home

- About Us
 - Employment
 - Our Restaurants
 - Request a Donation

- Menus
 - Brunch
 - Main Menu
 - Dessert
 - Cocktails
 - Beer, liquor
 - Dessert Wines

- Gallery
- Directions & Hours
- Press
- Gift Certificates
- Group Dining
- Reservations
- Contact Us

Site 2: Shop: Pinklette

User Profile 1:

Dave

Dave is looking for a gift for his girlfriend. His friend Meg sent him a link to the site and he isn't used to shopping online. He wants to be able to find something age-appropriate for her and not spend a fortune. Dave is 27 and a grad student studying psychology. His girlfriend Kelly is 25 and loves fashion. Dave wants to see what is on sale and what items are most popular. He also wants to see the shop's return policy, just in case.

User Profile 2:

Lily

Lily is 22, just graduated college with a degree in nursing, and is about to start looking for a job. Although she will ultimately end up in scrubs, she needs to look polished and professional for interviews and is looking for jewelry to wear with her suit. She also loves to get dressed up and go out on the town with her friends, so she plans on wearing the jewelry in multiple ways. She wants to see the latest trends, find something within her budget, and get it quick!

LOGO

Adorable Jewelry Collections

Our Story

Shop by Product

Shop by Style

Shop by collection

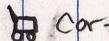
Designer Spotlight

Trendy Under \$30

Gifts For Her

Blog

Contact Us



Cart

Search

a

Image slideshow



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Home

our story

Shop by Product

— Necklaces

— Bracelets

— Earrings

— Rings

— Accessories

Shop by Style

— Gold

— Silver

— Chunky

— Delicate

— Bold Colors

— Classic & Timeless

Shop by Collection

— Equestrian

— Preppy

— Nautical

— Palm Beach

— Monogram

— Park Ave

Designer Spotlight

— Blair Jax

— John Wind Maximal Art

— Loren Hope

— Kiel James Patrick

Trendy under \$30

Gifts for Her

Blog

Contact Us

— Privacy Policy

— Returns Policy

— Shipping Details

Site 3: Portfolio: Andy Caulfield

User profile 1:

Mark

Mark is new to the world of architecture, and has been hired by an architecture firm to handle marketing. He needs to find an experienced photographer who can artistically capture the firm's finished spaces. He is in his early 30's, is web-savvy, and is eager to impress his boss. He is most interested in finding stunning portfolio shots to assess the photographer's style and talent, as well as pricing information. He also needs contact information and assurance that the photographer works in Boston.

Bob

Bob runs a large, successful, growing interior design firm. He is in his late 50's, and has a marketing department that handles all of the branding, identity, and design for the firm. He still makes all of the final decisions, though, and he isn't retired yet! He isn't sure he ever will be. The photographer that he typically uses has just retired (quit), and he needs someone new. The marketing team has sent a short list of potential consultants, but Bob doesn't make a decision like this without doing his own research. He is most interested in the photographer's style and level of experience. He knows exactly what he wants, and doesn't want to waste time on some young kid. He is comfortable with a computer, but some of these fancy websites are a bit much for him.

Andy Caulfield

ARCHITECTURAL PHOTOGRAPHY

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Home

- Portfolio
 - └ Commercial
 - └ Education
 - └ Healthcare
 - └ Retail & Hospitality
 - └ Residential
 - └ Landscape Architecture
 - └ Trade Advertising
 - └ Green Build
 - └ Exhibit Design
 - └ Around My Town
 - └ American Architecture
 - └ Retouching Services

Bio

- How I Work
 - └ Services
 - └ Policies
 - └ PDFs & Links
- News (link to Blog)
- Contact