D479 Task 1

**User Persona**

 **Name:** Stibly Giblets

**Age:** 60

**Occupation:** Retired Real Estate Investor

**Hobbies:** Golf, attending Bohemian Grove and Skull-and-Bones functions. He also enjoys reading literature.

**Income:** $400k/year in passive income

Stibly is an unpleasant, no-nonsense kind of person. He is too rich to deal with shenanigans. He spends his days traveling and is rarely home. He only travels in his own personal jet. He hasn’t driven a car in 10 years, and only rents limo service. When traveling to a place where he doesn’t own property, he rents a private home.

When building a website for someone like Mr. Giblets, it is essential that the information be easily accessible. Navigation must be intuitive and organized. Stibly doesn’t respond to unsupported claims, and prefers to have supporting data.