

Persona's Name: Matt Douglas

Age: 23

Lives in: Rexburg Idaho

Occupation: Web designer / student

What types of activities does this persona do online?

1. Research for school
2. Web surfing (wondering online).
3. Shopping
4. Gaming
5. Social Media

What activities would this persona perform on your web site?

1. Research
2. Getting information about service provided
3. Purchasing a package
4. Making a reservation
5. sending the link to friends

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 going to fall with me?

Answer: Our trained and certified instructors will go over the falling rules and procedures before safely helping you and your fruit to the ground.

2. Question: What is fruit falling?

Answer: Fruit falling is an extreme skydiving company that provides a unique experience of falling from the sky with all different kinds of fruit incorporation. Some of these include: Snacking on the fruit, watching the fruit fall while you fall, and slicing the fruit while in the air, fruit ninja style.

3. Question: Why do I have to fall with a diving instructor?

Answer: You already know that we can't safely drop you out of a plane without a level of certification involved, and aside from that, we want this to be as awesome an experience for you as possible. Our diving instructors aren't just a formality, they're part of the experience. They dodge fruit with you, carry your fruit baskets, and act as

a best bud, taking selfies with you the entire time.

4. Question: Where's the coolest place I can go Fruit Falling?

Answer: Fruit Falling has a variety of awesome locations including...

Hawaii, Florida, Northern California, Washington, and Utah.

5. Question: When Can I dive by myself?

Answer: Only certified, professional divers can fruit fall by themselves.

6. Question: How many fruit can I fall with?

Answer: The largest fruit basket offer includes 15 pieces of fruit.

Persona's Name: William Davis

Age: 31

Lives in: Florida

Occupation: Math Teacher

What types of activities does this persona do online?

1. Social Media
2. Gaming
3. lesson plans
4. Homework
5. Personal Research

What activities would this persona perform on your web site?

1. Showing friends information about fruit falling
2. Researching when he can take the trip
3. scheduling
4. visiting the website for a good laugh
5. Familiarizing himself with required safety information

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 Fruit Falling run by?

Answer: Productzziejo Recreation.

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

Answer: Classical fruits, tropical fruits and more! Check out our menu!

3. Question: Why haven't I heard about this before?

Answer: Fruit falling is very up and coming! it's only been around for a few years, but people love it so it's growing!

4. Question: Where is the main location?

Answer: Mainly located out of Seattle, Washington.

5. Question: When is the soonest I can get a reservation for?

Answer: You can make the reservation as early as 24 hours in advance, as long as we have spots available.

6. Question: How is this safe?

Answer: We've done many tests and certifications to make sure you have the safest fall possible and leave better than you came. Every faller goes through a safety training prior to fall, so they feel safe and prepared.

Persona's Name: Kenzie

Age: 19

Lives in: Seattle, Washington

Occupation: undergrad Student

What types of activities does this persona do online?

1. Social Media sharing
2. Pinteresting
3. Homework
4. Personal research

5. Communication

What activities would this persona perform on your web site?

1. Looking up safety information
2. sharing with friends on social media
3. adding to Pinterest bucket list
4. making reservation
5. planning trip to Florida

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 chooses your diving instructor? can I choose my own?

Answer: We choose, but you can contact us and make a personal request when you make your reservation. We want you to be comfortable!

2. Question: What inspired fruit falling?

Answer: Two college students, brainstorming in their dorms. Check out our “about page”

3. Question: Why do I want to do this so bad?

Answer: Because it's a once in a lifetime experience! Take advantage!

4. Question: Where Do I meet you?

Answer: Find the address of the location you have a reservation for, then meet us at that office and we take care of the rest!

5. Question: When are your hours?

Answer: 11am to 9pm

6. Question: How much is it?

Answer: Our packages vary from about \$250 - \$450. Check out our pricing!