Persona's Name: Garrett Stalworth

Age: 21
Lives in: Rexburg
Occupation: Student

What types of activities does this persona do online?

1. Gaming.
2. YouTube.
3. Facebook.
4. Shopping.
5. School.

What activities would this persona perform on your web site?

1. Browse.
2. Buy products.
3. Social services.
4. Share website with others.
5. Read articles.

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… can benefit from this website?

   Answer: Anyone really, although it's targeted towards lifting those who are struggling or sending a "Compliment-gram" to a friend you feel deserves it.

2. Question: What… is this website?

   Answer: It's a website that offers services like high-fives and friends-for-hire, but mostly it's to inform those who visit that they are important (period). Everyone has intrinsic value and deserves to have it told to them now and then. Our services aren't meant to be a replacement for actual relationships, rather as a way for others to see that someone can care about them (us) and therefore others can too.

3. Question: Why… do I need friends?

   Answer: We are naturally social creatures, and therefore our relationships with others affect us in ways that go beyond simply spending time together. Our emotional and psychological stability are dependent on our interactions with others.

4. Question: Where… are these services available?

   Answer: Our current offices are in Rexburg, Idaho, and are therefore only available in the surrounding areas.

5. Question: When… will I receive the product?

    Answer: For those services like hi-fives or friends-for-hire, they must be ordered pre-emptively if you want them to be "delivered" when desired. This can also only happen if there are employees available for the time requested, as we may be "sold out" for a specific day. Coming to the actual business guarantees instant service upon request during business hours. For spur of the moment services delivered, it depends on the availability of employees.

6. Question: How… will I be given these services?

    Answer: That partly depends on any specific requests that may be made. For example, hi-fives can be given in many different angles or speeds. Delivery will be made at the location specified and require the recipient to be present. We are not responsible for making sure that the recipient as at the location, just like someone delivering a pizza needs the recipient present.

Persona's Name: Matthew

Age: 22
Lives in: Rexburg, Idaho
Occupation: Student

What types of activities does this persona do online?

1. Online Games
2. Assignment Research
3. Watch Videos/TV
4. School
5. Job searching

What activities would this persona perform on your web site?

1. Find a Friend.
2. Dump sorrows onto said friend.
3. Pretend he has a girlfriend from purchased friend.
4. Send others high-fives.
5. Send self-compliments via separate profile.

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… Could I ask for a specific friend?

   Answer: Of course, although it depends on their availability.

2. Question: What… What are the variety of fives available

   Answer: Whatever you can come up with—without it being inappropriate—is the limit. There are price differences depending on how and where the high-five is to be delivered and the quantity given, but ultimately it's up to the customer.

3. Question: Why… Why can't I permanently buy these friends?

   Answer: The purpose of our site is similar to that of dating websites, we want you to get to a point where you don't need us anymore. Should one of our employees decide to befriend you without need of our services, then that is something we allow (although it requires some paperwork to avoid legal complications).

4. Question: Where… Where is this company centralized?

   Answer: In Rexburg, Idaho. Services will be available there and in surrounding areas.

5. Question: When… How long could I expect delivery time to be?

   Answer: It depends on the location it is to be delivered to and the availability of employees. If

located within Rexburg city limits on a day that we aren't as busy it would probably average a 10 minute wait (depending on the service).

6. Question: How… How do I throw myself a birthday party through these services?

   Answer: You could invite employees to the birthday party, although that would be expensive. Likely you would use our services to "Find a Friend" to locate others that would be willing to come, but it would depend upon others decision to accept such an invitation over our services. Throwing yourself a party and having others show up would not be a service that is directly provided. The most we could do is ensure that hired employees arrived, but they would not be required to bring a present, although you could double it up with our gift services to have an employee hand deliver a gift that you send yourself.

Persona's Name: Christopher Evans

Age: 23
Lives in: Rexburg
Occupation: Student

What types of activities does this persona do online?

1. Gaming
2. Music Video Watching
3. Apply for Internships
4. Watch Netflix
5. Study Cyber Security

What activities would this persona perform on your web site?

1. Send Friendgrams
2. Receive High fives
3. Hire a Friend for a Friend
4. Recommend People
5. Hire a Friend for Self

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…hears about your website (how is it advertised)?

   Answer: Because it will be local, most of our advertising will be by word of mouth. We recommend those who use our services to spread the word so that we can keep costs low, otherwise something as simple as a high-five can get expensive.

2. Question: What…can be included in a friendgram (candy, songs, hugs)?

   Answer: Gifts can be sent through our service (so yes to the candy), and singing is definitely doable (although our employees won't be required to specialize in singing, so it depends on the availability of employees who possess the skill and are willing). Hugs are complicated legally, but can be sent with the proper paperwork from both purchaser and recipient. On a side note, any service that requires physical contact is purchased with an agreement to our terms (which includes a waiver).

3. Question: Why…is service projects not included in your website's services?

   Answer: Our focus is on the social aspect of meeting another's needs. We will gladly add links to web sites that can help you with your service project needs (likely justserve.org).

4. Question: Where…How far can your business reach (i.e. is it just in the city)?

   Answer: At the time anything further than 30 minutes is likely to cost more than most are willing

to pay, but we are willing to work with your needs within a reasonable distance.

5. Question: When…are your business hours, and are your friendship hours the same?

   Answer: Business hours will likely be afternoon to evening. Monday through Thursday may be from 3:00 pm to 8:00 pm, Friday from 12:00 pm to 9:00 pm, and Saturday from 10:00 am to 9:00 pm. Sundays we'll be closed. Friendship hours will be the same, but extended to 11:00 pm on each business day.

6. Question: How…many friends can you hire/send?

   Answer: As many as we have available. We will only have one or two available during our normal slow days, and only three or four on a busier day. This will change depending on demand, but to hire more than the usual will require a several day notice, if not a week advance notice. Because it would depend on the number of employees we have, at the early stages it will likely be limited to 5 with a week in advance notice.