

Persona's Name: Sandra

Age: 21

Lives in: California

Occupation: Middle school teacher

What types of activities does this persona do online?

1. Shopping
2. Social Media
3. Banking
4. Bill maintenance
5. Research

What activities would this persona perform on your web site?

1. Research healthy living
2. Shop for health supplements
- 3.
- 4.
- 5.

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 the audience for this website?

Answer: Anyone looking to live a healthier lifestyle.

2. Question: What... makes this website different than the rest of the health websites?

Answer: This website employs a holistic approach. It is focused on overall wellbeing.

3. Question: Why...should I spend my time on this website and not others?

Answer: Because this website has your interest at heart.

4. Question: Where...can I find more information about the products?

Answer: Within the website we give a brief description of what each product does and how it does this. If you have more questions about the given product, each product has a hyperlink to email our staff of experts with any more questions.

5. Question: When...can I expect my orders to ship?

Answer: Because we know you are looking for results, we ship our products same business day.

6. Question: How...can I save my card information for further purchases?

Answer: While checking out, there will be the option to create a profile with our website and save your payment and shipping preferences for future use.

Persona's Name: Henry

Age: 73

Lives in: Arizona

Occupation: Retired

What types of activities does this persona do online?

1. Reviews investment portfolios
2. Uses Facebook to keep up with his grandkids
3. Whatever his grandkids teach him to do online
- 4.
- 5.

What activities would this persona perform on your web site?

1. Purchase supplements
- 2.
- 3.
- 4.

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 I call to answer my questions when I have them.

Answer: On the website top right, you can find our toll-free number which you can call at any time to answer your questions and help you with navigation if needed.

2. Question: What...assures me that my information is safe?

Answer: We use a variety of safety and securities features that protect our customer's information from attackers.

3. Question: Why...can't I have a catalog to order these products?

Answer: To keep our client's money where it belongs, their pockets, we make use of online services and safe on printing and mailing costs.

4. Question: Where...can I adjust the text size for easier viewing?

Answer: Towards the top of the website, we have three different size As that change text size, you may select the appropriate size by clicking on one of them.

5. Question: When...can I check the delivery date for my product?

Answer: When we ship your product, we will send you an email with a link you can click on to track the package's shipping status.

6. Question: How...soon can I expect my product to arrive?

Answer: Depending on the shipping option you selected, you can have your product as soon as the next business day.