

Persona's Name: Gene Hayes

Age: 21

Lives in: Rexburg, Idaho

Occupation: Financial Aid Office of BYU-Idaho

What types of activities does this persona do online?

1. Listens to music
2. Watches anime
3. Homework
4. Buys things
5. Memes on facebook

What activities would this persona perform on your web site?

1. Listen to our music
2. Look up where our next show is
3. Buy t-shirts and stickers
4. Buy our CDs
5. Send fan mail

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 For Your Health?

Answer: Brenden Taylor and Cole Foster

2. Question: What... T-shirt should I buy?

Answer: Whatever one he wants through our selection.

3. Question: Why... should I buy this new CD?

Answer: Because it is better than the last.

4. Question: Where... are they playing next?

Answer: depends, example, Skizzy's

5. Question: When... are they playing next?

Answer: February 17

6. Question: How... do I want to buy their music.

Answer: You can choose between digitally or a CD

Persona's Name: Kelly Carlson

Age: 19

Lives in: Rexburg, Idaho

Occupation: Student

What types of activities does this persona do online?

1. Look at art
2. Listens to music
3. Watches concerts
4. researches
5. Reads poems

What activities would this persona perform on your web site?

1. Look at the art of the albums
2. Watch the promotional video
3. Stay updated on the dates of the shows
4. Order a sticker
5. Download music from the Bandcamp link.

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... else is this band associated with?

Answer: there is a list of other band's websites at the bottom of the page.

2. Question: What... album is their best?

Answer: She can decide by listening to the samples through the Bandcamp link.

3. Question: Why... should I listen to this band?

Answer: The About page will describe the musical style.

4. Question: Where... can I see this band.

Answer: Under the Dates tab, there is a list of shows in her area.

5. Question: When... should I go?

Answer: She can look at all the dates and decide what is convenient for her.

6. Question: How... do I buy a sticker?

Answer: There are instructions after she clicks buy.

Persona's Name: Booker Washington

Age: 37

Lives in: Salt Lake City, Utah

Occupation: A&R representative at recording studio.

What types of activities does this persona do online?

1. Listen to music
2. Looks through band websites and Bandcamp pages
3. Sends and replies to emails
4. Sets up contracts with music artists
5. Advertising

What activities would this persona perform on your web site?

1. Watch the promotional video and judge it
2. Download the music digitally
3. Look at how professional the site looks
4. Read the About page in detail
5. Send an email from the contact page offering a record deal

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 band.

Answer: On the about page he can read that it is Brenden Taylor and Cole Foster

2. Question: What... type of music do they play and does it fit my label?

Answer: This could be answered through the About page, promo video, or sampling the music through the Bandcamp link.

3. Question: Why... should I offer them a contract?

Answer: This band has good fan service, they seem to try hard, evidenced by this website, and the music on this website is really good.

4. Question: Where...do they live?

Answer: On the About page it will read Rexburg, Idaho

5. Question: When... should I offer a deal?

Answer: through the Dates page, he can see that the band is currently actively playing shows, so the time is now.

6. Question: How...do I contact them?

Answer: Under the Contact tab there is an email provided, or he can use the social media links.