Tristan Schwekendiek

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# Persona

**Website:** The website I have chosen to create a wireframe/persona for is for a used car dealership.



**Name:** Hank Tortuga

**Location:** Houston, Texas

**Age:** 38

**Gender:** Male

**Bio:** Hank Tortuga is a christian father of 2 living in the deep south. He works as a construction worker.

**Purpose of visit:** Hank is looking to purchase a new vehicle for his family. As an honest blue collar worker, he is looking for something affordable with lots of space which can help him transport construction materials in his spare time.

**Interests:** Football, Rock music, Drinking with friends, ATV

**Method of finding site:** Hank found the site by searching for a place to purchase affordable trucks.

**Wireframe:** This site which operates in Texas is designed to appeal to American customers with families. The vehicles featured are spacious, family vehicles that are likely to be purchased by the persona. The colors used are intentionally red white and blue to appeal to southern patriots like Hank. The site features simple navigation which is designed to ensure an older gentleman like Hank doesn’t get confused or overwhelmed and leave before even searching for a vehicle. The hero image also displays a truck to ensure it appeals to somebody like Hank.

