Buildarig.com

Build-a-Rig is a company that builds and ships desktop PCs for anyone looking to purchase a custom-tailored computer to suit their needs and budget.

From enthusiast-level gaming to simple web-browsing, our website allows customers to find a desktop that satisfies both their needs and budget. Our website allows you to custom design the specifications for a computer, or use our computer matching system that best determines the computer for you by having you answer simple questions about the ways in which you will use the computer. Once you have your computer designed, it is time to check out. When your order is received, our team of computer building experts gets to work on creating your custom PC. When done, your order is shipped off to your location in highly secure packaging to ensure its safety upon arrival, with instructions on for setting up your new computer. To top it off, all our computers come standard with a two-year, full-coverage warranty for peace of mind.

Personas

Persona 1: Jen is not tech-savvy at all and is looking to get her first computer. Her main use for it will be to browse the web and send emails and she doesn't want to spend much money on it. She goes to Best Buy, but sees how high the prices are for what they offer. Using her son's laptop, she goes to buildarig.com and clicks the "Computer Match" button. She answers the questionnaire and is matched with a computer that will suit her needs at a great price.

Persona 2: Tom is a stock trader needing a powerful system for productivity and running multiple screens. His current computer isn't cutting it, so he wants to find a new one to suit his needs. He is very frugal and knows that pre-built desktops are overpriced, so he goes to buildarig.com to see what they offer. He uses the computer match service and find the perfect PC for him, with just the right amount of performance and nothing more. He is happy on how much money he saved.

Persona 3: Kyle is an avid PlayStation gamer who is looking to jump into the world of PC gaming. His parents are filthy rich and said they would let him pick out a new gaming computer for his birthday. Since money is no obstacle, he wants to go all out on his computer. He doesn't want to build it himself, so he opts for a prebuilt system. Knowing exactly what components he wants in his new rig, he goes to his local computer store to see what they offer. Unimpressed and disappointed, goes on buildarig.com to see what they offer. He creates a list of all the parts he wants in his system and is shocked by the variety of options available. His parents order it for him and he has the best birthday of all time when he receives his dream PC.

Comps