

Persona's Name: John Smith

Age: 22

Lives in: Utah

Occupation: Salesman

What types of activities does this persona do online?

1. Watch sports
2. Do school work
3. Shop online
4. Program
5. Play games

What activities would this persona perform on your web site?

1. Browse the different options of ties
2. Purchase his selected ties
3. Look at different models wearing the ties
4. See who started the company and where it was founded
5. Select how many ties he wanted to purchase

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 created this website/business?

Answer: Aidan Anderson

2. Question: What styles of ties are there?

Answer: The ties are all skinny style ties with different patterns.

3. Question: Why do I have to put my payment information in?

Answer: In order to purchase any item from the website, it is necessary to securely input payment information.

4. Question: Where do I go to buy the ties?

Answer: You click on the cart logo to go ahead and purchase your items in the cart.

5. Question: When will my ties be delivered to me?

Answer: All deliveries will be standard shipping days.

6. Question: How often are ties restocked?

Answer: They will be restocked every month.

Persona's Name: Jennifer Lopez

Age: 68

Lives in: California

Occupation: Grandma

What types of activities does this persona do online?

1. Shops for herself, family, and grandkids
2. Watches the news
3. Plays games
4. Reads scriptures
5. Goes on Facebook

What activities would this persona perform on your web site?

1. Browse the different options of ties
2. Purchase her selected ties
3. Look at different models wearing the ties
4. See who started the company and where it was founded
5. Select how many ties she wanted to purchase

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Persona's Name: Fred Davis

Age: 30

Lives in: New York

Occupation: Lawyer

What types of activities does this persona do online?

1. Study and research
2. Read news and articles
3. Check LinkedIn
4. Watch sports highlights
5. Use Microsoft Office

What activities would this persona perform on your web site?

1. Browse the different options of ties
2. Purchase his selected ties
3. Look at different models wearing the ties
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5. Select how many ties he wanted to purchase

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