

Persona's Name: Grace Park

Age: 20

Lives in: Philippines

Occupation: Student

What types of activities does this persona do online?

1. Watches painting tutorials
2. Browses Pinterest for decorating ideas
3. Browses Instagram
4. Shops online
5. Uses various social networks

What activities would this persona perform on your web site?

1. They would view the shop page.
2. Browse the about page to get to know the company
3. Watch video tutorials
4. View Instagram through the available links
5. Contact the company with questions

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... started and runs this business?

Answer: The business was started by Andrea Wagner and is also being run by her.

2. Question: What... can I purchase from this website?

Answer: You can purchase downloaded art in which you can choose to take whatever type of media you desire.

3. Question: Why... are the art pieces downloaded and not shipped?

Answer: The prints are to be downloaded and not shipped because it gives the consumer more flexibility and freedom to do what they want with the print. (Use it online, print it out, and etc.)

4. Question: Where... can I download the print?

Answer: You can download the print once you purchase it. First, by adding it to your cart and then proceeding to checkout.

5. Question: When... does the download finish?

Answer: It depends on your device, but it should take less than 2 minutes on any device.

6. Question: How... can I get to this website again?

Answer: You can follow the company through Instagram and find our link to the website there or you could search "downloadable prints" on google.

Persona's Name: Judy Baker

Age: 48

Lives in: California

Occupation: Teacher

What types of activities does this persona do online?

1. Searches inspiring quotes on google.
2. Browses Pinterest.
3. Goes on Facebook to keep up with friends.
4. Watches inspiring videos and talks online.
5. Occasionally visits Instagram to keep up with her children.

What activities would this persona perform on your web site?

1. She would view all different pieces of art to see which one she loves.
2. She might use the contact page to ask the consumer to provide a custom order.
3. View the hand lettering tutorials.
4. Visit the about page to learn more about the company.
5. First, look at the homepage to see what is being sold.

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... owns this site?

Answer: Andrea Wagner, an artist and web designer looking to share her passions with people around the world.

2. Question: What... do I receive when I make a purchase?

Answer: You will receive a download button that will allow you to download the print that you purchased.

3. Question: Why... do the prints cost money?

Answer: The cost money to provide the producer with funds for their work and because once you download them, you have the freedom to use them however you'd like.

4. Question: Where... will the download end up?

Answer: Depending on your device, it will end up on your in your files or through a browser you

are using.

5. Question: When... do I have to download the print by?

Answer: The consumer will be given multiple days to download the print in case anything goes wrong with the download or if the file gets lost.

6. Question: How... can I view the company's Instagram?

Answer: You can view the Instagram by clicking on one of the Instagram photos featured at the bottom of the Home page.

Persona's Name:

Age: Bobby Lyme

Lives in: Washington

Occupation: Lawyer

What types of activities does this persona do online?

1. Browses amazon for items to purchase.
2. Goes on Instagram to like his girlfriend's pictures.
3. Constantly googles gift ideas for his girlfriend.
4. Searches for quotes to use in his daily life.
5. Visits Facebook.

What activities would this persona perform on your web site?

1. He would first look at the cost of the items.
2. Then he would discover that the item does not need to be shipped.
3. He would view the contact page to see some credibility.
4. Click on the Instagram link to find that his girlfriend follows their page.
5. Purchase a print that reminds him of her.

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... would like these products?

Answer: People who love inspirational quotes and pretty pieces of art.

2. Question: What... do I receive after a purchase?

Answer: You receive a downloadable print.

3. Question: Why... is there a charge for the print?

Answer: There is a charge for the producer's work and for the ability to use the print however

you'd like.

4. Question: Where...can I use this print?

Answer: Many places. You can use it on your phone, print is out and frame it, or just send it to someone you love.

5. Question: When... will the download arrive to my device?

Answer: In a matter of seconds or minutes, depending on the device you are using.

6. Question: How... long will it take me to receive the download?

Answer: Depending on your device, a couple seconds to a minute!