The website’s target audience are families from neighboring states, as well as residents of Idaho, who are looking for adventure. It also targets individuals who are looking to visit Idaho for fun. The audience range between 18 to 60 years old. They are adventurous type of people who love mountains and lakes. They come from upper-class families who have enough extra income to spend for vacation. Majority of the audience will access this site through their mobile phones, and some on a tablet. A few will do it on their laptops or computers.

Personas:

Jay Pearson

Warehouse Manager

45 years old

Married

Father of 1 children ages 15 and 18 years old

Undergraduate

Personality:

Family-oriented

Loves to hang out with his family in his leisure time

He has natural leadership role at work

Goals and tasks:

Supervises the warehouse activities making sure everything is smooth

Schedule staff work shifts to meet customers’ demands

Inspect warehouse machine and equipment, and oversee maintenance

Technological Environment:

He is good with computers and internet. He is connected to the internet using broadband connection at work and at home. When he is somewhere else, he uses mobile data to stay connected with his family. He does a lot of email at work.

Motto:

Nothing is better than going home to family and eating good food and relaxing.

Persona 2:

Arthur Brown

Accountant

30 years old

Single

Certified Public Accountant

Personality:

Easy-going person

Loves the outdoors

Likes to hang out with his friends

Goals and tasks:

Analyzes and records company’s financial data

Creates reports like balance sheets and income statements

Presents financial reports to managers and investors

Computes company’s taxes

Resolves financial discrepancies and performs audits

Technological Environment:

He knows a lot about computers and various accounting software. He is connected to broadband internet at all times at work. When he is away from work, he avoids using the internet and only connects with other people through text and call.

Motto:

Tomorrow is another day.

Scenarios:

1. Is it too hot for hiking today?
2. What kind of fish are there in Fish Haven?
3. What are the snow conditions for skiing?
4. What are the high temperatures for the next 5 days?
5. When is a good day to visit the geyser in Soda Springs?