

Persona's Name:

Age: 30

Lives in: Accra

Occupation: Business man

What types of activities does this persona do online?

1. Browse to find more business opportunities
2. Looking for products to buy from Africa
3. Looking for how to get access to foreign products
4. Wanting to know more about the good stuff in Africa
5. Browse variety of clothes

What activities would this persona perform on your web site?

1. Look out for cool prices to clothes
2. Read about the beads and kente cloths
3. Looking out for cool things to buy as a gift
4. finding out if the products are original
- 5.

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 runs the company?

Answer: The company is run by Emmanuel Agyare

2. Question: Who provides the items.

Answer: Items are going to be provided by EtherAfrican fashion group

3. Question: Why should I buy from this site?

Answer: This site is more reliable and it going to give you original products and good services.

4. Question: Where is this company located?

Answer: This is located in Ghana

5. Question: When do I get my goods after purchase?

Answer: Goods may be delivered between 3-5 business days

6. Question: How can I contact this company?

Answer: You can contact this company from the information provided in the contact tab.

Persona's Name: Samuel

Age: 25

Lives in: Canada

Occupation: Student

What types of activities does this persona do online?

1. Browse for latest fashion
2. Browse for good offers from online shops
3. Signing to receive updates on new products
4. Wants to start a business but want to know where to get the materials in bulk

What activities would this persona perform on your web site?

1. Sign up for updated
2. Place bulk purchases
3. Read through reviews
4. Look out for great offers
5. Looking for a specific product

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 can buy these?

Answer: Everyone can buy these products

2. Question: What is so special about this product?

Answer: It is found in one place and it is something everyone wants but can't have access to it

3. Question: Why should I buy more?

Answer: Because due to it high demand, we may run out of supply for a specific product.

4. Question: Where should I pick-up my purchases?

Answer: you can pick-up at your desired destination

5. Question: When are you going to have new products?

Answer: as soon as new ones are made it should be updated

6. Question: How long does these products last?

Answer: because of it durability and it originality, it will last for a long period of time.

Persona's Name: Abigail

Age: 60

Lives in: Chicago

Occupation: Retired

What types of activities does this persona do online?

1. Looking for cool clothes
2. Looking for cool bracelets
3. Finding places to go for holidays
4. Looking to learn about new cultures
5. Learn how to make cool fabrics

What activities would this persona perform on your web site?

1. Learn how to made cool fabrics
2. Scrolling through lots of fabrics
3. Reading about fabrics
4. Reading about cultures
5. Engaging in blog posts

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 brought this idea

Answer: This idea was brought by Emmanuel Agyare

2. Question: What material are used for the fabrics?

Answer: They are made from so many raw materials from Ghana for these special products

3. Question: Why not in the USA?

Answer: for some reasons we don't know and that is why this site is there to help you get access to them.

4. Question: Where can I locate this company?

Answer: In Accra-Ghana

5. Question: When do the online support come online?

Answer: The online support team is online 24/7

6. Question: How long does it take to have a customized fabric done?

Answer: As soon as possible if the order is placed early.