BOUTIQUE CLOTHING & GIFT SHOP

Type of Site: Informational & E-commerce

User Story #1 | Robert Burns

32 years old | Young Professional | Advertising Career | Favorite Neighborhood Shop

What he’s looking for?

* New Styles and Brands
* Sales and Specials
* Phone Number – to check availability of favorite items
* Buy items online
* Twitter updates

User Story #2 | Linda Weeks

42 years old | Dentist | Needs last minute gift for housewarming party in neighborhood

* Map and Phone Number
* Easy to Find Gift Selection
* Images and Brands that quickly show types of gifts available
* Gifts by Occasion - efficiency

Content Strategies:

* Item of the Week – aside
* E-mail list enrollment bar
* Brands highlighted on page – logos
* Sell older items online – for sale; keep customers coming in the door for new items
* Images that illustrate clean layout, trendy styles, and boutique collection
* Separate Pages and Images for Gifts, Clothing, and Accessories
* Contact page with phone (ability to touch and call on mobile device) and link to Google maps
* Link to yelp, Facebook, and other social media/customer response medium

INTIMATE FINE DINING RESTAURANT

Type of Site: Informational

User Story #1 | Scott Fry

26 years old | Young Professional | Business Consultant | Looking to entertain clients

What he’s looking for?

* Images that illustrate a lively atmosphere
* User reviews and ratings
* Ability to Make Reservation
* Dinner and Drinks Menu
* Phone and Directions

User Story #2 | Brian Walker

48 years old | Business Executive | Take his wife out for a romantic dinner every Friday night

* Images that illustrate a lively, yet intimate atmosphere
* Images of the dishes
* Creative Menu – has a taste for fine cuisine
* Phone Number – to check availability of favorite items
* Valet or Parking Information – likes the luxury and convenience of valet

Content Strategies:

* Clearly identified Menu page
* Larger images of décor, ambiance, and style
* Smaller inset images of people, food, and drinks
* Imagery and content must symbolize elegance, sophistication, trendiness, and style.
* Accolades page – reviews embedded on the page from other sites including awards and distinctions earned, rather than link to other sites like yelp, zagat, etc.
* Contact page with phone (ability to touch and call on mobile device) and link to Google maps
* Easy to locate reservation buttons and address and parking/valet information.

UNIQUE ART & ANTIQUE DEALER

Type of Site: Informational, Portfolio, E-commerce

User Story #1 | Wendy Lu

24 years old | Graduate Student | Hipster Artist; Crafty

What he’s looking for?

* Images of Items
* Very clear descriptions, age of item/era, name of artist of brand, dimensions, and pricing.
* Contact Info
* Does this dealer travel to art/antique shows nearby?

User Story #2 | Brenda Johnson

42 years old | Interior Designer

* Contact Info
* Delivery Options
* Wholesale or Multi-Item Pricing
* Buy Online
* Images from many different angles of any furniture item

Content Strategies:

* Ability to search for items by keyword
* Buy online or make an offer
* Interactive area – have an item that you want to sell? Need appraisal?
* Easy to navigate gallery of item images, by category
* Filter by category, era, price, color, etc.