

I am going to create a successful, influential blog site for my sister

The website is designed to reach teens and young adults. It will have inspirational blogs, fashion blogs, and other types of blogs. I She wants to share her thoughts, opinions, ideas, crafts, and swag with others. She's also passionate about food and is taking culinary classes. She wants to post blogs related to the food industry and express her passion about food. The purpose of the blog is to reach the current generation and influence them in a good way.

Personas



Bob the Investor
Invest in Young adults
Dreams



Susan the Inspiration
Inspires those who
want to achieve in life



Ariel the young cook
Loves to cook for
everyone



NAME

Bob the Investor

DESCRIPTOR

Interested in helping fashion bloggers make a career

QUOTE

“I would like to make young adults dreams into reality and give them that push”

WHO IS IT?

Age: 47

Location: Rochester, New York

Job: Fashion Executive

skills: designer, promoter, Investor

About: strong fashion sense. Has been in the industry for over 20 years.

Interested in helping young adults with their dreams.

WHAT GOALS? WHAT ATTITUDE?

Interested in Fashion, Food, and Design. How can you make an impact in this society/generation.

WHICH BEHAVIOUR?

Bob came from a background of not having much. When he was young, he had a dream that he wanted to achieve. Someone gave him the opportunity of a lifetime and now that is what he does for others. He owns a fashion company in New York. He studies to find others with similar dreams that he had.