

Persona's Name: Vanessa Godfrey

Age: 25

Lives in: California

Occupation: Graphic Designer

What types of activities does this persona do online?

1. Social Media
2. Research
3. Shopping
4. School
5. Movies

What activities would this persona perform on your web site?

1. Research
2. Shopping
3. Chat
4. Upgrade Check
5. Computers with GPU

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)?

1. Who... Who will build my computer
2. What... New computer for photo and video editing
3. Why... Get things done faster and more effective
4. Where... Online
5. When... How quickly can I get my new computer
6. How... What is the process of building a new computer

Persona's Name: Gilbert Howardweiser

Age: 45

Lives in: New England

Occupation: Contractor

What types of activities does this persona do online?

1. Email
2. Shopping
3. Research
4. Video Conferencing
5. Reading

What activities would this persona perform on your web site?

1. Pricing
2. Upgrades
3. Purchasing
4. Software
5. Tech support

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)?

1. Who... is the actual face of this company
2. What... should I know before buying
3. Why... why will this make my life easier
4. Where... do you offer laptops that can be used on the job site?
5. When... When would payment be needed for multiple machines
6. How... How can I get the most out of my new machine?

Persona's Name: Lorenzo von Matterhorn

Age: 28

Lives in: New York

Occupation: Inventor

What types of activities does this persona do online?

1. Research
2. Stocks
3. Patents
4. Marketing
5. Social Media

What activities would this persona perform on your web site?

1. Research
2. Purchasing
3. Social Media
4. Chat
5. Upgrade Check

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)?

1. Who... Are the people doing the building
2. What... What would I need to do this myself
3. Why... should I buy instead of doing this myself?
4. Where... do the builds take place? Clean environment?
5. When... When could I contact as to the status of my computer?
6. How... How could I invent something to make this better?