

Persona's Name: Michael Keaton

Age: 49

Lives in: LA

Occupation: Movie Actor

What types of activities does this persona do online?

1. Looks at pictures of cats
2. Searches lawn care advice
3. Gardening forums
4. Shaving blade commercials
5. Lds.org

What activities would this persona perform on your web site?

1. Browse our catalog of lawns
2. Debate different bush designs
3. Call our offices
4. Email us on feedback
5. Click links

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 are you?

Answer: I am a young adult entrepreneur with my own lawn care business from Yakima, WA

2. Question: What does your company do?

Answer: We create very detailed and fancy lawns cut with the finest of blades

3. Question: Why?

Answer: People don't know how to lawn stripe their lawns and I imagine a world where everybody has the fancy lawns of the 60's but 50 years later.

4. Question: Where do you serve to?

Answer: I serve all over the Rexburg area but will make the trip to celebrity houses for a premium price.

5. Question: When do you mow?

Answer: We are adjustable to any schedule from sunrise to sunset.

6. Question: How do I contact you?

Answer: The bottom of our website has a request link and a phone address.

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- 1.
- 2.
- 3.
- 4.
- 5.

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1. Question: Who...

Answer:

2. Question: What...

Answer:

3. Question: Why...

Answer:

4. Question: Where...

Answer:

5. Question: When...

Answer:

6. Question: How...

Answer:

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Answer:

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Answer:

3. Question: Why...

Answer:

4. Question: Where...

Answer:

5. Question: When...

Answer:

6. Question: How...

Answer: