

Persona's Name: Kylie

Age: 22

Lives in: Rexburg, Idaho

Occupation: Stay-at-Home Mom

What types of activities does this persona do online?

1. Reads blogs
2. Facebook
3. Pinterest
4. Instagram
5. Netflix

What activities would this persona perform on your web site?

1. Look at "Portfolio"
2. Look at "Prices"
3. Look at "About Me"
4. Look at "Testimonials"
5. Purchase a print

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 takes the photographs?

Answer: I take the photographs myself and print for clients

2. Question: What about frames for the prints?

Answer: I can supply you with a frame that matches the print for a small fee.

3. Question: Why should I order from you?

Answer: I offer prints at great prices with great customer service in our local area.

4. Question: Where can I get my prints?

Answer: If in Rexburg, I will deliver the print to the client. If outside of Rexburg, I can ship the print with shipping fees.

5. Question: When can I get my prints?

Answer: I can print and deliver within 1-2 weeks.

6. Question: How are pictures printed?

Answer: I print using Quick Ship and Copy in Rexburg on foam board at different sizes.

Persona's Name: Andy

Age: 42

Lives in: Stafford, Virginia

Occupation: Navy Band

What types of activities does this persona do online?

1. Looks for new music to play
2. Researches family vacations
3. Studies church websites
4. Family history
5. Buys clothes for children/family

What activities would this persona perform on your web site?

1. Look at "Portfolio"
2. Look at "Testimonials"
3. Look at "Pricing"
4. Look at "Shop"
5. Purchase

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 needs this photographs?

Answer: Anyone and everyone who wants art in their home or wants to give a good gift.

2. Question: What are my options for sizes?

Answer: I offer a few different sizes.

3. Question: Why should I order from you rather than someone else?

Answer: I offer prints at great prices. I don't overcharge, but rather give you the print for exactly the price it costs me plus shipping.

4. Question: Where are you located?

Answer: I'm located in Rexburg, Idaho.

5. Question: When would be print come?

Answer: Prints can be printed and shipped within 1-2 weeks.

6. Question: How do I pay?

Answer: I offer the option of paying online through Swipe.

Persona's Name: Betty

Age: 77

Lives in: Idaho Falls, Idaho

Occupation: Retired nurse

What types of activities does this persona do online?

1. Family history
2. Facebook
3. Email
4. Online shopping
5. Word puzzles

What activities would this persona perform on your web site?

1. Look at "Portfolio"
2. Look at "Prices"
3. Look at "About Me"
4. Look at "Testimonials"
5. Purchase a print

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 could I give these to?

Answer: You can give prints to anyone as a gift!

2. Question: What are you prices?

Answer: Check out my pricing page.

3. Question: Why should I get pictures printed?

Answer: My photographs make beautiful artwork for home and decor.

4. Question: Where can you deliver and ship to?

Answer: I can deliver and ship to anywhere, possibly with a shipping fee.

5. Question: When can I order prints?

Answer: Anytime.

6. Question: How can I order prints?

Answer: Using the shop page to order you prints with a debit or credit card.