

Persona's Name: Zach

Age: 23

Lives in: Utah

Occupation: RN at a nursing home

What types of activities does this persona do online?

1. Facebook
2. Snap Chat
3. Google Search
4. Online gaming
5. Shop amazon

What activities would this persona perform on your web site?

1. Look for different activities available
2. Ask questions
3. Look at booking options
4. Read more about our services
5. Look at locations

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 would not be able to participate in these activities?

Answer: anyone over the age of eight can participate. Those that are over 50 years of age must fill out a medical form to ensure that they are healthy enough to go.

2. Question: What do I need to bring when participating in these activities?

Answer: you must provide your own food and water along the trail. We will not provide that for you. We will provide equipment necessary for the activity as well as equipping with equipment to ensure your safety. All of this has been tested.

3. Question: Why do I need to pay in advance?

Answer: when you pay in advance it ensures that our guides can be paid. This holds you to commitment to make it to your reservation. There are many people that are booking now, so we must know who is serious about going.

4. Question: Where do we go when going on one of these treks?

Answer: these tracks take you over. We have a list of many places that we can take you. It is your choice where we can. Maps will be provided on our website.

5. Question: When is the latest I can cancel my reservation without being charged?

Answer: you can cancel anytime before the reservation. We advise people to cancel as late as a week before there reservation time. Anyone who cancels less than a week before will be charged.

6. Question: How do I reserve a time.

Answer: please go to our reservation section and follow the instructions listed. It It will guide you step-by-step of how to reserve a time works for you.

Persona's Name:

Age: Ashley

Lives in: Nevada

Occupation: School Teacher

What types of activities does this persona do online?

1. Search for things to teach
2. Facebook
3. Pinterest
4. FaceTime
5. Email

What activities would this persona perform on your web site?

1. Look into places to go.
2. Look at the times available
3. Ask questions
4. Look at how to best accommodate her family
5. Find out when to go in the summer.

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 can come on these trips?

Answer: anyone over the age of eight can participate. Those that are over 50 years of age must fill out a medical form to ensure that they are healthy enough to go.

2. Question: What do I need to bring.

Answer: you must provide your own food and water along the trail. We will not provide that for you. We will provide equipment necessary for the activity as well as equipping with equipment to ensure your safety. All of this has been tested.

3. Question: Why is there a fee if I cancel?

Answer: it is difficult for us to cancel schedule time with our guild. Our guild is notified in advance to help them prepare to assist you on your trip. The fee ensures that this will not be a problem and that our guides will be paid if they have to adjust their schedule at an inconvenient time.

4. Question: Where do I go to pick up equipment?

Answer: our main lodge is located at the listed address below. All equipment will be stored there and issued for the activity you have is therefore at no fee.

5. Question: When can I get back the soonest for a horseback ride?

Answer: depending on how long you want to horseback ride we can have you back as early as she would like. How are times for horse back riding are 1.5 hours, three hours, and five hours.

6. Question: How do I learn to do these activities if it is my first time?

Answer: our guide will provide training that will help you get started with these activities. By following their instructions on exactly, you will not have to worry about any danger.

Persona's Name:

Age: Josh

Lives in: Idaho

Occupation: Gym Instructor

What types of activities does this persona do online?

1. Look up workouts
2. Hosts a blog
3. Facebook
4. Email
5. Online paying system

What activities would this persona perform on your web site?

1. Find out how are an activity is.
2. Ask how far an activity takes you.
3. Ask questions.
4. Look at reservation fees
5. Pay for a reservation.

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 can come on these trips?

Answer: anyone over the age of eight can participate. Those that are over 50 years of age must fill out a medical form to ensure that they are healthy enough to go.

2. Question: What can I keep with me?

Answer: you must provide your own food and water along the trail. We will not provide that for you. We will provide equipment necessary or the activity as well as equipping with equipment to ensure your safety. All of this has been tested. Please do not bring anything that could cause a fire or be hey harm to the environment.

3. Question: Why do I have to have a guild with me?

Answer: our guides insure you will have the best experience as possible. They will also protect you if any harm happens. All of our guides our experience in medical first aid and our experience in providing the best care is needed. They also are experienced in training and providing the lessons necessary to learn the appropriate task.

4. Question: Where do we go when we hike?

Answer: there are many locations that are available tonight. We will provide a map that lists everywhere our guides can take you and the time it will take to do so.

5. Question: When do you close for the winter?

Answer: we close for the winter at the end of October. We do provide snowshoeing for those that are interested in getting out during the winter. Guides are provided with that reservation.

6. Question: How can I make a reservation?

Answer: please go to our reservation section and follow the instructions listed. It It will guide you step-by-step of how to reserve a time works for you.