

Persona's Name: Steven

Age: 30

Lives in: Washington

Occupation: lawyer

What types of activities does this persona do online?

1. Shops
2. Looks at sports
3. Looks at cars
4. Research's legal documents
- 5.

What activities would this persona perform on your web site?

1. Shop
2. Find styling tips for in the court room
3. Realize what he needs to look like to be successful
- 4.
- 5.

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 do I want to be?

Answer: A good looking attorney

2. Question: What do I want to show people?

Answer: that I am as successful as I look

3. Question: Why do I want to be successful?

Answer: to help my children go to college and be able to pay for an education.

4. Question: Where do I want to be in 10 years

Answer: a Partner at the firm I work for.

5. Question: When in 10 years

Answer: be a partner at my firm

6. Question: How do I do this?

Answer: by showing confidence through my dress and showing I know what I'm doing.

Persona's Name: Dave

Age: 33

Lives in: Boston

Occupation: accountant

What types of activities does this persona do online?

1. Reads news articles
2. shops
3. Researches cars
4. Uses LinkedIn
- 5.

What activities would this persona perform on your web site?

1. Looks at style
2. Shopping for company styles
3. Looks for inspiration to become better.
- 4.
- 5.

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 need to see me

Answer: Anyone who needs my expertise.

2. Question: What do I need to wear to be successful

Answer: the stuff sold on this website.

3. Question: Why do I need to look good?

Answer: To show people I know what I'm talking about and have confidence in me as a person.

4. Question: Where do I need to be to show people this.

Answer: in my office and on business trips.

5. Question: When do I need to look good?

Answer: Everyday

6. Question: How do I look good?

Answer: Through following the tips on the website.

Persona's Name:

Age: 60

Lives in: nevada

Occupation: gambler

What types of activities does this persona do online?

1. Looks at the biggest gambling events
2. Tries to find new strategy's
3. shops
4. Looks on facebook
- 5.

What activities would this persona perform on your web site?

1. Finds out he can win more if he looks good
2. Does looks at what he needs to do to be successful
3. shops
- 4.
- 5.

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 see that I'm good looking?

Answer: The people around you that think you look successful

2. Question: What do I need to improve my looks

Answer: This website.

3. Question: Why do I need to look good

Answer: To instill fear in other gamblers.

4. Question: Where do I need to look good

Answer: At the Gambling tables.

5. Question: When do I show my good looks.

Answer: everywhere.

6. Question: How do I show off.

Answer: taking our tips.