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.

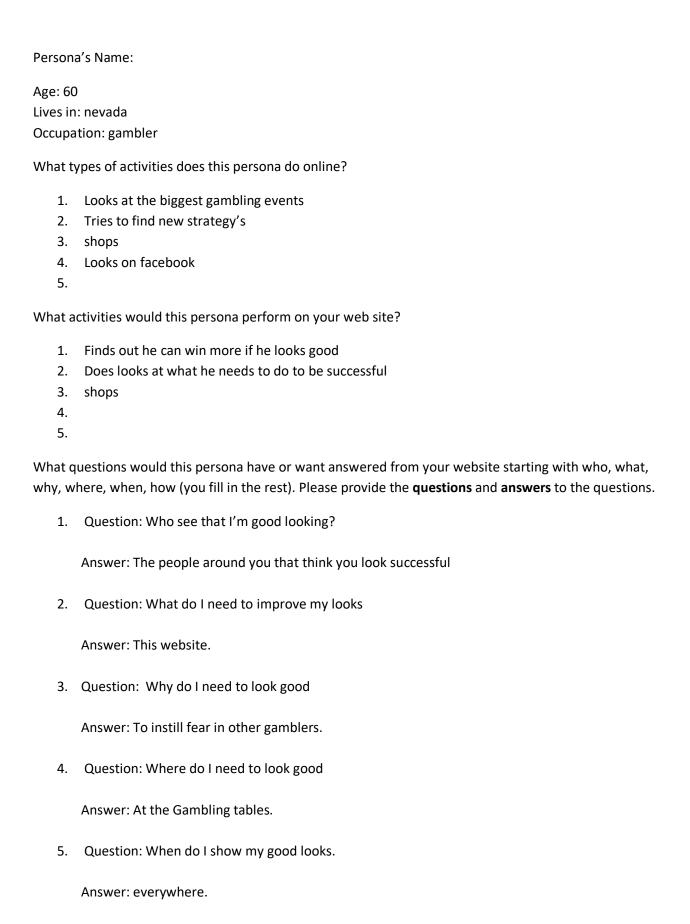
Answer: in my office and on business trips.

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.



6. Question: How do I show off.

Answer: taking our tips.