

Persona's Name: Steve

Age: 36

Lives in: New York

Occupation: Graphic Designer

What types of activities does this persona do online?

1. Design graphics for various websites and businesses
2. Read up on movie and television news
3. Visit social media sites
4. Participate in online forums
5. Shop for clothing

What activities would this persona perform on your web site?

1. Participate in online forums
2. Submit ideas and theories for the outcome of various TV/Movie series, etc.
3. Shop for various pop culture clothing and collectibles
4. Engage in debate with other fans
5. Read up on latest theories and ideas posted by other fans

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 is Snoke?

Answer: We don't know, but here are some theories about it.

2. Question: What happened to the Knights of Ren?

Answer: We don't know, but here are some theories about it.

3. Question: Why are the X-Men not in the Marvel Studios films?

Answer: They were originally owned by 20th Century Fox who were bought out by Disney.

4. Question: Where are the 6 infinity gems?

Answer: Doctor Strange, Vision, Asgard, The Collector, the Guardians of the Galaxy, unknown

5. Question: When will Star Wars Episode IX come out?

Answer: December 2019

6. Question: How can I find a cool shirt with the graphic from my favorite TV show?

Answer: Take a look in our online store!

Persona's Name: Jonathan

Age: 23

Lives in: California

Occupation: Call center

What types of activities does this persona do online?

1. Listen to music
2. School work
3. Social Media
4. Streaming
5. Video Games

What activities would this persona perform on your web site?

1. Participate in online forums
2. Watch videos detailing different fan theories posted to the site
3. Shop
4. Meet other people in the gaming community who follow the same titles
5. Watch compilation videos

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 am I going to marry?

Answer: Who knows? Maybe you'll find the one in one of our forums!

2. Question: What can I watch on this site?

Answer: You can compilation videos featuring clips from movies and TV as well as other videos

3. Question: Why would I come to this site?

Answer: We feel it is incredibly important that your theories are heard.

4. Question: Where can I find videos that I can watch?

Answer: In the main menu bar at the top of page.

5. Question: When is the content updated?

Answer: Usually daily, less often is it only updated weekly.

6. Question: How can I make my voice heard?

Answer: Submit your idea and our staff will review it to make sure it is appropriate and post it.

Persona's Name: David

Age: 42

Lives in: Wisconsin

Occupation: Sales Representative

What types of activities does this persona do online?

1. Work (sales)
2. Communicate with family and friends
3. Social Media
4. Shopping
5. Streaming

What activities would this persona perform on your web site?

1. Shop
2. Share our pages to social media
3. Submit ideas and theories
4. Engage in discussion with other fans
5. Watch videos

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 else uses this website?

Answer: Other fans

2. Question: What is the purpose of this site?

Answer: To give the opportunity for all fans to have their voices heard.

3. Question: Why should I go here?

Answer: To see the latest theories and ideas about your favorite series

4. Question: Where can I see other theories?

Answer: Our latest theories are posted to the homepage, older ones are archived.

5. Question: When will new content be available?

Answer: The next day

6. Question: How can I share the information posted to this site?

Answer: There's a share button