

Shop Website

Who is Visiting?

Name: Paul Hennisy

Ages: 30

Backstory: Is very close with his mother, but will not be able to be there for his mother's birthday as he has to fly to Isreal on business. He wants to make sure that his mother knows he is still thinking of her and that he wishes he could be there and wants to send her a big bouque of flowers.

Goals

- Wants to see options of different arrangements
- wants to know about delivery times and cost
- wants to write a special message that can be included with the flowers

How To Keep them Interested

- Pictures of premade bouque optiions
- Some sort of chart for delivery options and cost
- When putting in your order give the option to add a message

Who is Visiting?

Name: Eva Ramirez

Ages: 27

Backstory: Eva is getting married and wants lots of flowers at her wedding. She is very concerned with not wanting her wedding to look like anybody elses and is has very specific ideas about what flowers she wants. She is one of those high mataince brides that wants everything to be her way and done to perfection.

Goals

- Find out about bulk ordering flowers
- Pictures of bouques, boutanires, and other floral arrangements. (She wants to see what has been done before and if the florist is capable of making arrangements up to her standards)
- What flowers does the florist have? And can the ship in exotic flowers?
- Wants to know about delivery and set up for her wedding day
- Wants to know the stores hours and contact information

How To Keep them Interested

- Pictures - once you get to that page have the option of breaking it down by color scheme, cost, or type (bouques, table arrangements ect.)
- contact information
- Link for special events
- List of flowers that are usually in the shop
- Make the site look very classy