

Persona's Name: Ashley

Age: 23

Lives in: Provo, Utah

Occupation: Student obtaining an MRS degree

What types of activities does this persona do online?

1. Pinterest
2. Instagram
3. Online shopping
4. Blogging
5. Facebook

What activities would this persona perform on your web site?

1. Obsessing over wedding things
2. Annoying her fiancé/boyfriend
3. Dropping hints to her boyfriend
4. Picking out things she likes to send to her friends
5. Shopping for her wedding

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 this website for?

Answer: Anyone planning (or dreaming of) a wedding

2. Question: What's the purpose of this website?

Answer: To collect deals into one website for the customer's convenience

3. Question: Why would I shop here?

Answer: It's a faster, more productive way of online shopping.

4. Question: Where do we find the deals?

Answer: We have an online system that streams through other websites and finds the best deals for our customers to guarantee the most satisfaction with our website.

5. Question: When will my product be sent to me?

Answer: That depends on the website with which you buy the product from. We don't deal with buying or selling any products—just making it easier for customers to find these great deals.

6. Question: How do I return an item if I'm not satisfied?

Answer: Again, that will be through the company whose product you bought. Contact them, and they'll inform of their return policies.

Persona's Name:

Age: 24

Lives in: Rexburg, ID

Occupation: Student earning his business degree

What types of activities does this persona do online?

1. Homework
2. Research business ideas
3. Sport updates
4. Instagram
5. Facebook

What activities would this persona perform on your web site?

1. Being forced by his fiancé to find things he "likes"
- 2.
- 3.
- 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...

Answer:

2. Question: What...

Answer:

3. Question: Why...

Answer:

4. Question: Where...

Answer:

5. Question: When...

Answer:

6. Question: How...

Answer:

Persona's Name:

Age: 52

Lives in: North Carolina

Occupation: Mom

What types of activities does this persona do online?

1. Facebook
2. Online shopping
- 3.
- 4.
- 5.

What activities would this persona perform on your web site?

- 1.
- 2.
- 3.
- 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...

Answer:

2. Question: What's the cheapest venue I can get for my daughter. We're on a budget!

Answer: Take a look at our website and you'll find lots of great deals for awesome venues!

3. Question: Why...

Answer:

4. Question: Where...

Answer:

5. Question: When...

Answer:

6. Question: How...

Answer:

