

# Cushman Rustic Furniture

Store Owner and Manager: Jerry Cushman

A website experience to advertise and promote  
Jerry Cushman's rustic furniture

## Personas

### Potential Customer

-Someone who is looking to buy rustic furniture in the near future

### Previous Customer

-Someone who bought an item while passing through town that would like more information about the store

### Curious Acquaintance

-Friends and family who are curious about Jerry Cushman's store

## Comparable

**Rusticelementsurniture.com**

**Rorysrusticfurniture.com**

**Facebook.com**

**(Specifically business Facebook pages)**

CushmanRusticFurniture.com will allow visitors to view a detailed information page on Cushman Rustic Furniture. This site will showcase some of the products offered at the store. It will display wood works and furniture that has been hand-made and put out for sale. This site will also feature critical contact information and directions on how to find it. The visitor will be able to learn about the history and specialties of Cushman Rustic Furniture with information on buying their goods.