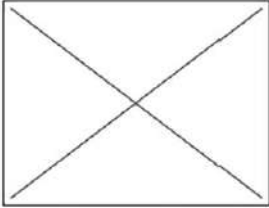
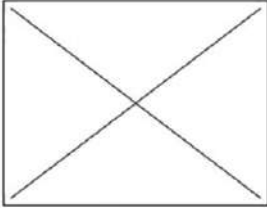
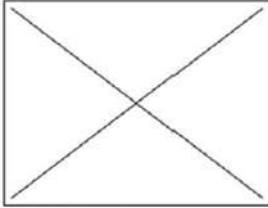
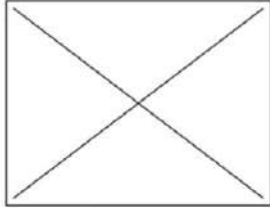


LUX Artist Services

Personas				
Name	Mark	Stephanie	Alex	Enter name
Persona characterized by (Attributes)	Chief Technology Officer of a corporation, towards the end of his career and is quite tech savvy..He is busy during the day but not as much at night. Has found a new hobby and has joined a adult hockey league	A stay at home mother with three young boys. She is in her early 40"s and is very busy also she is very organized. She is well involved with her community and is very friendly person.	College student and plays college hockey for Boston University. Has played hockey since he was young. Very busy schedule being a student athlete.	Enter text
Desires (What are they visiting the site for)	Wants to get the very best equipment available like the ones NHL players use because he has plenty of money and wants the very best. He wants to have Online option to buy equipment for convenience.	hopes to find affordable hockey gears for her sons along with good customer support since she is not very familiar with the sport.	Wants to get the equipment that has his teammates have also if cheap enough can get small items like tape and wax if it's available. Wants all the new stuff to be on stock the day of release. Likes his gear to available online.	Enter text
Behaviors	Tends to be Online a lot and likes the chance to buy items Online and to arrive quickly. He is very tech savvy if he doesn't like the way things look he avoids it at all cause.	<i>Has a full schedule and doesn't like to scroll and look through a lot of information of sites. Usually when looking up sites she looks at reviews of the places first because doesn't want to waste time</i>	<i>He tends to search for gear on his laptop in his free time. He has very busy schedule but has a mind always thinking about hockey so in his free time he lookup everything hockey.</i>	Enter text

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Harriet

Scenarios

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
mark is swarmed with employee reviews and needs a get away from reality over the weekends but previously playing a hockey game he found that his elbow pads are small and needs a new pair..	On home page and quickly looks at products	Spends a little time looking at the highest rated and most expensive pads available	Reads reviews and also checks the different colors	Picks a color that he likes or matchs	Puts the elbow pads in his cart and checks out.	mark has successfully completed his search for elbow pads	
Stephanie has been busy all week and has totally forgot about having a hockey game this weekend but his hockey bag is ripped which is a problem she forgot about and needs a bag quickly	On home page and quickly scrolls down and sees hockey bag button	She looks for the cheapest and highest rated matches	Read reviews for some time and she hesitates back and forth	she eventually picks a bag with her sons team colors to match	Adds the cart to cart and checks out	Stephanie has successfully completed her search for a hockey bag for her son	
Alex is college hockey player and he practice almost everyday and at the end of his skate his stick broke and needs a new one with limited time he can look for a stick during break of his class	On home page and quickly searches for his stick of his choose	in a hurry knowing what he wants just looks at image to make a decision	add the stick to the cart	checks out quickly since he has five mins before breaks isdone	Alex has successfully completed his search for A new stick		