

Persona's Name: Jim Hopper

Age: 37

Lives in: Seattle, WA

Occupation: Company Manager

What types of activities does this persona do online?

1. Facebook
2. LinkedIn
3. Google
4. Email
5. YouTube

What activities would this persona perform on your web site?

1. Plan events
2. Check out menus
3. Check out entertainment
4. Check out venues
5. View prices

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 can I contact for questions or concerns?

Answer: Each event has an event planner associated with it. These planners will help you finalize the event plans and attend the event. Your planner's information will be given to you shortly after the online purchase. Your planner will contact you within 12 hours of purchase unless you contact them first.

2. Question: What is this website about?

Answer: On this website, you will be able to plan an event with ease by giving you options of food, entertainment, and venues.

3. Question: Why wouldn't I go to competitor's websites?

Answer: We make things easier to navigate through and supply a much better variety of options for a cheaper price.

4. Question: Where are the venues located?

Answer: The venues vary from location to location. Some of our more popular venues include on the beach, in a local park, and the top of a skyscraper.

5. Question: When will my venue be ready after purchase?

Answer: After purchase, you will be connected with one of our event planners to finalize details for your event. Scheduling the date is during this contact.

6. Question: How are menu items chosen?

Answer: Our menus are created by our culinary experts whose aim is to feed and satisfy.

Persona's Name: Phillip Johnson

Age: 62

Lives in: New York

Occupation: CEO

What types of activities does this persona do online?

1. Email
2. LinkedIn
3. Retirement plans
4. Family blogs
5. Investments

What activities would this persona perform on your web site?

1. Plan events
2. Check out menus
3. Check out entertainment
4. Check out venues
5. View prices

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 started this company?

Answer: Jason Newquist, entrepreneur, started this company while he was in college. Since then, the company has only grown.

2. Question: What are the different options this website provides?

Answer: This website offers selections of food, entertainment, and venues that can satisfy any customer.

3. Question: Why have I never heard of this website before?

Answer: Oval Occasions is a fairly new company that has seen major growth in its first few years.

4. Question: Where is company headquarters?

Answer: The company has three main branches in Seattle, New York, and Florida with many other smaller branches throughout the United States.

5. Question: When are new updates added to the website?

Answer: The website is updated with new content at least once a month.

6. Question: How satisfied have previous customers been?

Answer: We have received a 5-star rating and have many returning customers.

Persona's Name: Jessica Parker

Age: 29

Lives in: California

Occupation:

What types of activities does this persona do online?

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

What activities would this persona perform on your web site?

1. Plan events
2. Check out menus
3. Check out entertainment
4. Check out venues
5. View prices

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 entertains at these events?

Answer: We have our own entertainers such as singers, musicians, and comedians. For an extra cost and if scheduling permits, we have also had big stars perform at our events such as Taylor Swift and the Piano Guys.

2. Question: What are some extras that can be purchased?

Answer: For an extra fee, deserts and specialized drinks can be purchased. Each sold separately.

3. Question: Why are some menus more expensive then others?

Answer: In our themed packages, menus will be cheaper if it fits the theme.

4. Question: Where can I view the pictures of the venues?

Answer: On our venues page, you will see images of the selected venue

5. Question: When is it the best time to purchase an event package?

Answer: There is no time like the present. Throughout the year, our website will have special deals that will be clear to see and will be hard to pass by.

6. Question: How many people can I have at my event?

Answer: Depends on the venue chosen. Most of our locations can accommodate up to 50 people.