

Persona's Name: Billy Bob

Age: 24

Lives in: arizona

Occupation: Customer support representative

What types of activities does this persona do online?

1. Fantasy football
2. shopping
3. gaming
4. programing
- 5.

What activities would this persona perform on your web site?

1. Ordering furnature
2. researching my projects that I have done
3. comparing prices
4. looking because his wife wants firnature.
- 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 makes the furniture

Answer: I make all of the furniture from scratch

2. Question: What is the furniture made of

Answer: most of my furniture is made of all wood.

3. Question: Why should you buy from me?

Answer: because I offer the best furniture for the best price.

4. Question: Where do you make the furnature

Answer: I make it at home with all of my own tools

5. Question: When can I get the furnature

Answer: once you place the order please allow 2-3 weeks to finish your hand made furnature.

6. Question: How long will it last

Answer: the quality of furniture I make should last at least for your lifetime.

Persona's Name: Ashley moyers

Age: 25

Lives in: rexburg

Occupation: stay at home mom

What types of activities does this persona do online?

1. Pinterest
2. instagram
3. facebook
4. snapchat
- 5.

What activities would this persona perform on your web site?

1. Look at how cute my futnature is
2. get ideas to share with her husband
- 3.
- 4.
- 5.

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Persona's Name: Gregg Liber

Age: 65

Lives in: Salt Lake City

Occupation: Retired

What types of activities does this persona do online?

1. Looks up hunting and fishing websites
2. Shops for manly things
3. looks for projects to keep him busy
- 4.
- 5.

What activities would this persona perform on your web site?

1. Gathering ideas for furniture his wife would like.
2. Asking questions about material and quality
3. ordering furniture for his cabin in the woods.
- 4.
- 5.

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