Jillian Romano

**Shop**

Rishita – 19

Rishita is a busy college student who loves to shop online, but is on a tight budget. She is interested in the latest fashions, but can’t afford high-end products. She is looking to purchase quality clothing and accessories that are preferably on sale.

Rishita’s friend forwarded her the online clothing store’s monthly newsletter, which featured new arrivals, hottest trends and inspiration for their latest clothing line. By signing up for the newsletter and creating an account, she can learn more about the brand, quality of the products, receive discounts and make online purchases with free shipping.

Jason – 34

Jason doesn’t like to make purchases online, but he just moved to a new city and misses his favorite boutique clothing shop back home. He would like to see if there is a store near to where he lives. If not, he would like to purchase some clothes online if he can return sizes that don’t fit properly.

Jason can see if there is a store near him by typing in his current zip code under store locations. Unfortunately there are no store locations near him, but because he has an account with the store, he is able to see past purchases and make better decisions on what sizes to buy. Because Jason has an account online, he is also able to return any items that don’t fit him or return those items for a different size free of charge.

**Portfolio**

Tim – 55

Tim works for Human Resources. His company is looking to hire a new designer. Tim is constantly connecting with people online. He came across Jon’s portfolio via LinkedIn. When looking for new hires, Tim is especially interested in learning about the person and their work history. Tim can view information about Jon in his “About Me” section of the site and download a printable version of his résumé.

Pamela – 28

Pamela is getting married and is looking for someone to design her wedding invitations. Her Aunt recommended Jon because he designed the wedding invitations for her friend’s wedding. Pamela is interested in viewing Jon’s wedding invitations and contact information so she can contact him for a quote and set up a time to meet with him to go over the design and timeline. Pamela can view Tom’s design portfolio and contact him via phone, email or linkedin.

**Restaurant**

Mike – 18

Mike would like to take his girlfriend on a date to a nice restaurant for their anniversary in the city. He found the restaurant’s website through Yelp. He is interested in knowing if the restaurant has vegetarian options for his girlfriend, if he can make a reservation, if the website offers directions to the restaurant and valet parking because he is not too familiar with the area. Mike can view the restaurant’s menu, make a reservation online or by phone and find information on directions and valet parking via the contact information portion of the site.

Sarah – 42

Sarah is planning a party for her Parent’s 50th wedding anniversary at her house. She would like to cater the party and use her parent’s favorite restaurant. She is interested in knowing if the restaurant caters and who she can contact in regards to setting up a date. She would also like to know if they do private events, what type of food/alcohol options they provide and the total cost of the food and labor. Sarah can view their packages and prices under “Catering” in the navigation. She can also find a person to contact with specific questions under “Catering” or “Contact Us.”