# Purpose, Target Audience, Personas, and Scenarios

### Purpose

From the standpoint of the local community, the Yellowstone Chamber of Commerce is set up to provide businesses and patrons with the guidance, direction, and support that they need to build a network of interconnectivity and communication. We work to break down barriers to commerce, both locally and online. We believe that by helping the members of our community form lasting business relationships, we not only lead them to financial success and stability, but we are also laying the foundations that lead to a stronger community of friends and neighbors.

### Target Audience

Yellowstone Chamber of Commerce is in a rural county that consists of mostly small towns established within or surrounding a well-beloved national park. Most residents are either retirees or people who make their living on ranching, farming, or boutique shops that serve the numerous patrons who travel from around the world to see the natural beauty of the park. The site provides information that facilitates positive interactions between citizens and visitors alike. We seek to make the visitors stay so agreeable that, not only do they return year after year, but they also encourage others back home to become regular attendees as well. This constant economic influx helps to keep the community a thriving and inviting place.

### Lisa Haverman

Persona: Mom, LLC startup entrepreneur

Fictional Name: Lisa Haverman

Job title/major responsibilities: President, Cozzu Clothing and Design

Demographics: 35 years old, Married, 3 children

Environment: Lisa is a stay-at-home mom. After getting married she went back to school to earn a degree in clothing fabrication and design. She put her career on hold to start a family. Now that her kids are growing up and heading off to school, Lisa wants to start a home-based clothing design company that she would like to grow into a clothing boutique.

### Scott Billings

Persona: Former CFO

Fictional Name: Scott Billings

Job title/major responsibilities: Former CFO, retired

Demographics: 67 years old, Married, 2 children, 3 grandchildren

Environment: Scott worked in a fast-paced corporate environment for 37 years. He came to Yellowstone for a two-week retreat and fell in love with its relaxed small-town charm. Scott decided to retire early in order to come and live in Yellowstone as a full-time resident. After three years, he still loved the community, but was looking for something more to keep himself engaged. He purchased a parcel of land and the rights to sell from several herds of bison and deer that graze on his land. As his business continues to grow, he has plans to branch out and distribute his “wild beef” nationwide.

## Scenarios

* I’m interested in the wildlife in the area. Where can I go to observe some of the native species?
* Do you have any shops that carry antique furniture?
* Is hunting permitted in or around the park? Where can I obtain the necessary hunting permits?
* I would like to plan a family reunion near the park. Do you have any hotels or lodges that can accommodate 75-100 people?
* What sorts of restaurants do you have in the area? Are there any that offer a vegan or gluten free menu?



