

Persona's Name: Andrew South

Age: 32

Lives in: Idaho Falls

Occupation: Escape Room Business

What types of activities does this persona do online?

1. Social Media
2. Marketing
3. Plays Games
4. Explores different places to have fun
5. Buys online

What activities would this persona perform on your web site?

1. Book Rooms
2. Explore the different rooms available
3. Understand what an escape room is
4. Answer any question he has
5. Contact anyone for extra help

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 comes up these types of puzzles?

Answer: The management team and the employees work together to find puzzles appropriate for groups.

2. Question: What types of rooms do you have?

Answer: We have 4 rooms available, we have a solitary confinement room, stranger things room, serial killer room, and a security breach room.

3. Question: Why do these rooms fun?

Answer: Each of the rooms that we have are challenging, provide self-confidence, and are an enjoyable experience of all ages.

4. Question: Where can I make a reservation for a room?

Answer: You can make a reservation online or you can call us and ask as many questions so we can get you ready for.

5. Question: When do you open?

Answer: We are open Monday to Friday from Noon to 11 PM and on Saturday from 11 AM to 10 PM

6. Question: How hard are your rooms?

Answer: We have rooms each designed with a difficulty. We have easy room and we have difficult rooms. You pick what you want!

Persona's Name: John Wellington

Age: 18

Lives in: Rexburg

Occupation: Student

What types of activities does this persona do online?

1. Social Media
2. Homework
3. Games
4. Buy things online
5. Watch Netflix

What activities would this persona perform on your web site?

1. Book Rooms
2. Find out prices
3. Q & A's
4. Find Location/Contact
5. Find more about each of the rooms

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 come? Is there an age appropriate?

Answer: Escape Rooms are for all ages!

2. Question: What are the prices for each person?

Answer: Each person costs \$15 per adult, above 16 and anyone below is \$7.

3. Question: Why should I come to the Escape room?

Answer: They are fun, challenging, and a great way to enjoy and communicate with others around you.

4. Question: Where are you located?

Answer: We are located in Rexburg, Idaho

7. Question: When do you guys open?

Answer: We are open Monday to Friday from Noon to 11 PM and on Saturday from 11 AM to 10 PM

5. Question: How can I book a room?

Answer: You can book our room by going online or you can call us and we will set you up!

Persona's Name: Gavin Kunzler

Age: 25

Lives in: Pocatello

Occupation: Sales Person

What types of activities does this persona do online?

1. Social Media
2. Buy things on Amazon
3. Find clients to sell their product
4. Find ways to help sales company to better communicate with each other
5. Netflix

What activities would this persona perform on your web site?

1. Find prices for escape business
2. Book Rooms
3. Contact Info
4. Find answers to questions
5. Info to rooms

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 come? Do you do private rooms?

Answer: All of our rooms are private rooms, so if you book for 2 people you will be the only ones in there.

2. Question: What type of groups should visit the Escape House?

Answer: The Escape House is perfect for date nights, FHE activities, team building with work groups, or just a fun night out with friends. Game play is best suited for ages 10+

3. Question: Why are Escape house fun?

Answer: The Escape House is a challenging, mystery solving game designed for small groups. The house features different live escape rooms that require clue finding, puzzle solving, code

cracking, and innovative thinking to escape the room before time is up.

4. Question: Where can I book a room?

Answer: You can book a reservation either online or by calling us.

5. Question: When should I arrive?

Answer: It is important that you arrive for your game at least 15 minutes before your scheduled time.

6. Question: How do you play?

Answer: Our game master will provide brief instructions prior to each game.