Persona's Name: Gary Hiddleston

Age: 45
Lives in: Lincoln, Nebraska
Occupation: Loan Officer

What types of activities does this persona do online?

1. Browse Facebook
2. Shops on Amazon
3. Occasionally looks at Vacation Deals
4.
5.

What activities would this persona perform on your web site?

1. Browse Cruise line prices and locations
2. Makes Transactions.
3.
4.
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… is this for?

   Answer: For people looking to go on an exotic getaway

2. Question: What…

   Answer: A cruise line ship that goes to multiple islands. Provides multiple extrusions.

3. Question: Why… should I do it online?

   Answer: Provides a simple setup so your not on the phone for long. Booking and canceling is easy and convenient.

4. Question: Where… do we leave and where do we go?

   Answer: Our multiple ports in Florida. We go through multiple islands like Jamaica, Nassau, and Puerto Rico.

5. Question: When…

   Answer: All Year Round!

6. Question: How…

   Answer: Through our online databases and hosts we are able to hook up with our offices in Miami to coordinate with our lines and clients across the globe.

Persona's Name: Angie Adams
Age: 28
Lives in: San Francisco, CA
Occupation: Freelance Interior Decorator

What types of activities does this persona do online?

1. Rates Restaurants on Yelp
2. Finds the best coupons for all of the stores.
3. Browses most social media outlets (Ex. Facebook, Twitter, and Instagram)
4. Snap Chat
5. Blogging

What activities would this persona perform on your web site?

1. Browsing information about the locales.
2. Information on Excursions.
3. Information on Amenities.
4. Book Group Events.
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.

Question: Who… is this for?

Answer: For people looking to go on an exotic getaway

 Question: What…

Answer: A cruise line ship that goes to multiple islands. Provides multiple extrusions.

Question: Why… should I do it online?

Answer: Provides a simple setup so you're not on the phone for long. Booking and canceling is easy and convenient.

 Question: Where… do we leave and where do we go?

Answer: Our multiple ports in Florida. We go through multiple islands like Jamaica, Nassau, and Puerto Rico.

 Question: When…

Answer: All Year Round!

 Question: How…

Answer: Through our online databases and hosts we are able to hook up with our offices in Miami to coordinate with our lines and clients across the globe.

Persona's Name: Carl Johnson

Age: 72
Lives in: Boise, ID
Occupation: Retired (Was a salesman)

What types of activities does this persona do online?

1. Browse Facebook
2. Check Email
3. Does occasional Google searches for information
4.
5.

What activities would this persona perform on your web site?

1. Look at deals provided.
2. Information on different lines.
3. Looking at any senior citizen benefits.
4. Finding cheapest option.
5. Food locations.

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.

Question: Who… is this for?

Answer: For people looking to go on an exotic getaway

Question: What…

Answer: A cruise line ship that goes to multiple islands. Provides multiple extrusions.

Question: Why… should I do it online?

Answer: Provides a simple setup so you're not on the phone for long. Booking and canceling is easy and convenient.

Question: Where… do we leave and where do we go?

Answer: Our multiple ports in Florida. We go through multiple islands like Jamaica, Nassau, and Puerto Rico.

Question: When…

Answer: All Year Round!

Question: How…

Answer: Through our online databases and hosts we are able to hook up with our offices in Miami to coordinate with our lines and clients across the globe.