**Website 3 – Lee Benasaraf**

White Paper (My Website)

1. My business is an app that encourages mindfulness and healthy habits in people
2. A healthy mind and a healthy body make a healthy life
3. I have a service that allows people to track some healthy habits and encourage others
4. My target audience is people who are interested in self-improvement
5. I expect people to visit my website because they are looking to be mindful and encourage healthy habits in their lives
6. They are looking for the actual service which is hosted on the website
7. They will likely have been introduced to the service by whichever advertising brought them to the website
8. They are not looking for time-sensitive information.
9. No
10. They will most likely not need to contact us. Just in case, a contact email is provided. Contact information is also provided for other services to advance their self-improvement journey as well as the contact information of the website creator (me)
11. They were likely introduced to the service by the advertisement that brought them to the website. And by all the features, it gives instructions for whatever is not self-explanatory
12. They are familiar with it.
13. The ability to track a healthy physical habit of drinking 2 liters of water per day, as well as allowing a person to set and keep track of healthy habits to encourage self-growth.
14. I believe I am offering a unique service with an intuitive interface.
15. No.

I used visually pleasing pictures to accentuate the options to click, making it very clear where you need to click wherever you want to go on the site.

White Paper – MLB.com

1. This business is the media representation of professional baseball in the United States and Canada
2. To allow ease of access to baseball content to fans of professional baseball in the United States and Canada
3. They produce and market baseball in media and entertainment
4. Baseball fans and potential baseball fans
5. I expect people to visit my site to access baseball media (videos, articles, statistics, etc.)
6. They both want general news/information and more specific information.
7. They are already familiar with baseball but may not be familiar with all forms of baseball media available.
8. They are looking for time-sensitive information
9. There is an option to buy merchandise related to baseball as well as MLB.tv which is a streaming subscription service, do they may be looking for information about that
10. There is contact information provided
11. They are familiar with the subject area
12. They will most likely be familiar with all the topics and information they will find. Just in case they aren’t, information will be provided
13. Accurate information that people care about from the source, the league and the teams
14. MLB.com was revolutionary in the media space, always on the cutting edge in video playing and streaming technology. In addition, they are a very reliable source of all official information.
15. They may be trying to find specific information, and the UI is designed very well, making it easy to find the answers.