

Persona's Name: John (The Buyer)

Age: 48

Lives in: Frisco. TX

Occupation: Buyer

What types of activities does this persona do online?

1. Uses google to find new suppliers for parts that his company needs.
2. Places orders for parts and materials online using a company credit card.
3. Looks up a contact phone number to call a company to ask about products that I online company sells and to find out more about the company. Sometimes he prefers to talk with a person.
4. Looks compares technical requirements to specification documentation.
- 5.

What activities would this persona perform on your web site?

1. Search for a hydraulic valve to potentially purchase
2. Search for technical details for a valve to make sure it is the correct valve
- 3.
- 4.

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...

Answer:

2. Question: What...

Answer:

3. Question: Why...

Answer:

4. Question: Where...

Answer:

5. Question: When...

Answer:

6. Question: How...

Answer:

Persona's Name: Mark (The Elevator Technician)

Age: 38

Lives in: Miami, FL

Occupation: Elevator Service Technician

What types of activities does this persona do online?

1. Searches for Documentation on elevators from manufacturer websites.
2. Lookup phone numbers of suppliers and elevator parts specialists
3. Check Facebook feeds
- 4.
- 5.

What activities would this persona perform on your web site?

1. Lookup contact phone number to for technical support on Elevator Hydraulic Control Valve
2. Check Troubleshooting guide for a solution to problem that he is experiencing with a valve
3. Lookup how to find the correct valve sizing
- 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...

Answer:

2. Question: What...

Answer:

3. Question: Why...

Answer:

4. Question: Where...

Answer:

5. Question: When...

Answer:

6. Question: How...

Answer:

Persona's Name: Richard

Age: 42

Lives in: University Park, PA

Occupation: Maintenance Mechanic

What types of activities does this persona do online?

1. Looks up technical documents for equipment that need maintained on a college campus
2. Orders parts
3. Emails campus administration to give status updates
- 4.
- 5.

What activities would this persona perform on your web site?

1. Lookup Troubleshooting guide for a malfunctioning valve
2. Lookup Adjusting Guide for a valve that was just installed
3. Lookup information to properly identify valve
- 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...

Answer:

2. Question: What...

Answer:

3. Question: Why...

Answer:

4. Question: Where...

Answer:

5. Question: When...

Answer:

6. Question: How...

Answer: