

Persona's Name: Jim Jensen

Age: 17

Lives in: California

Occupation: high school student

What types of activities does this persona do online?

1. Social media
2. Hobby shopping
3. Gaming
- 4.
- 5.

What activities would this persona perform on your web site?

1. Buying deck and trucks separately to get some customization.
2. Buy Apparel
3. buy safety equipment, helmet, and pads.

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... do I need to get started in longboarding

Answer: We recommend that anyone getting started at least buys a helmet, when you are learning to longboard you will most likely fall off at some point.

3. Question: Why... should I design my own board

Answer: although there are many awesome board designs available there is no easy way to customize your board.

4. Question: Where... can I go ride locally

Answer: We may possibly have a map for people to put their favorite places on.

5. Question: When... will my order arrive

Answer: If purchasing a predesigned deck shipping is almost immediate. If making a custom deck it could take up to a week.

6. Question: How...

Answer:

Persona's Name: Patty Peterson

Age: 65

Lives in: Arizona

Occupation: Retired

What types of activities does this persona do online?

1. Online bingo
2. looking for sales on prune juice
3. skyping with grandchildren
4. spending her child's inheritance on things for her grandchildren

What activities would this persona perform on your web site?

1. Purchasing premade decks and trucks
2. purchasing helmets and pads and mouth guards and any other safety related thing we sell
- 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...

Answer:

2. Question: What...

Answer:

3. Question: Why...

Answer:

4. Question: Where...

Answer:

5. Question: When...

Answer:

6. Question: How...

Answer:

Persona's Name: Scott Sorenson

Age: 25

Lives in:

Occupation:

What types of activities does this persona do online?

- 1.
- 2.
- 3.
- 4.
- 5.

What activities would this persona perform on your web site?

- 1.
- 2.
- 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...

Answer:

2. Question: What...

Answer:

3. Question: Why...

Answer:

4. Question: Where...

Answer:

5. Question: When...

Answer:

6. Question: How...

Answer: