

Kaneisha Whipple
Mike Miller
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Hunt Graphics – Project Analysis

Persona:

<http://www.huntgraphic.com/>

Kevin Whipple is a 25-year-old racecar driver who hasn't attended college. He just gained some new sponsors and therefore needs new vinyl graphics for his racecar. He knows exactly what he needs since the companies have supplied him with the logos and everything. There's a big race coming up soon too, so he needs the new wrap quickly. This is also a big investment for him, having a racecar is expensive so he needs to be able to trust the company. A lot of the sites he has found in his price range don't look trustworthy since they're outdated. He needs to be able to see previous work from the company and average pricing for his type of car. Kevin also mainly uses his Macbook to search the web. He's experienced with computers.

Competition:

<http://www.rvinyl.com/>

<http://www.vinylgraphics.net/>

<http://autovinylsolutions.com>

All these websites are not cluttered and more user friendly. They're more organized and professional, and provide easier navigation with the photos having better quality. They're paying to have traffic come to their page and have a lot more sites linked to them. They have consistency with the page layout.