

Persona's Name: Jim

Age: 35

Lives in: Massachusetts

Occupation: Dental hygienist

What types of activities does this persona do online?

1. Loves learning about photography
2. Shops
3. Looks at social media(Facebook)
4. Look at ATV's
5. Use maps

What activities would this persona perform on your web site?

1. Learn about photography
2. Get the specs on individual cameras
3. Look at new camera gear
4. Learn the "How to" about cameras
5. Save photos to a data base for later use

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 created this website and why should I visit this website rather than other more popular brands/ websites?

Answer: Founder: Nick Quast. Reason: To get better deals on cameras and camera equipment. To learn or enhance your photography skills.

2. Question: What is the purpose of this website?

Answer: To promote its users to create and save memories through photography.

3. Question: Why would I want to visit this page?

Answer: To save memories of your family and friends. To save memories of your children.

4. Question: Where would I actually use the information from this website?

Answer: Family gatherings, social activities and outdoor activities.

5. Question: When should I access this website?

Answer: Whenever you want! This webpage is active 24/7 and the users uploaded photos are always accessible.

6. Question: How would I access this website?

Answer: Online. The page will be accessible online and is open all day and night for users to use.

Persona's Name: Marry

Age: 26

Lives in: Utah

Occupation: Mom

What types of activities does this persona do online?

1. Look for new recipes for dinner.
2. Social media (Facebook)
3. Email
4. Shop
5. Listen to an online radio station (Spotify)

What activities would this persona perform on your web site?

1. Look around the website.
2. Research the website.
3. Write customer reviews.
4. Compare prices to other websites and stores.
5. Read other customer reviews.

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 can I contact if I have questions?

Answer: Call the help center listed at the bottom of the webpage

2. Question: What would I use my camera for if I bought one?

Answer: Birthday parties, family reunions, family trips.

3. Question: Why would a 26-year-old mother use this website?

Answer: To capture and preserve memories of her growing children.

4. Question: Where could I store the multiple photos that I take?

Answer: On our online cloud. Create an account and start saving memories today!

5. Question: When can this camera be shipped and ready to use?

Answer: Each camera and or equipment can be shipped within 2-3 business days (If your located in the United States).

6. Question: How would I use the camera if I bought one?

Answer: Visit our webpage. Our web page has many brands and models of cameras and camera equipment where you can find your model and start learning about it today!

Persona's Name: Alex

Age: 19

Lives in: California

Occupation: Works at In-N-Out Burger

What types of activities does this persona do online?

1. Social Media (Instagram)
2. Editing photos
3. YouTube Videos
4. Shopping
5. Learning more about cameras and how to improve his skills.

What activities would this persona perform on your web site?

1. Save photo's
2. Use editing tools
3. Learn camera techniques
4. Post and share photos with friends
5. Read about how to best use a camera

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 in charge of keeping this website updated?

Answer: I am as well as other employees.

2. Question: What can I use this website for?

Answer: Purchasing new cameras and camera equipment. Editing and sharing photos, then saving photos the cloud.

3. Question: Why should I buy a camera from your website?

Answer: Because we will give you the best deal with reliability in our product.

4. Question: Where would be the best spots to use these cameras?

Answer: At the beach with a sunset, Late night photography with friends, In the forest capturing the fines moments in your life.

5. Question: When would be the best time to buy the camera?

Answer: This webpage will have great prices everyday throughout the week. However, holidays are one of the best times to buy a camera or any camera equipment.

6. Question: How can this website best be fully used?

Answer: By applying all the website has to offer. Save photos to the cloud, read up on the how to videos and documents, use the editing options to edit photos.