

Persona's Name: Henry Johnson

Age: 21

Lives in: San Francisco

Occupation: Barista

What types of activities does this persona do online?

1. Games
2. Social Networking
3. Shops
4. Reads
5. Watches News

What activities would this persona perform on your web site?

1. Look into the filmmaking process
2. Read up on how things got started
3. Watch the films
4. Watch behind the scenes
5. Download available media

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 started this film company?

Answer: Me and a couple of friends started it

2. Question: What inspired you to make films?

Answer: After watching films such as Lord of the Ring, James Bond and Saving Private Ryan I became inspired to start making my own films.

3. Question: Why did you start?

Answer: I've always been extremely interested in visual storytelling and how it's done.

4. Question: Where did you make your films?

Answer: I made them around my hometown in various locations.

5. Question: When did you first start?

Answer: I started when I was about 12 years old

6. Question: How were you able to make them?

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Persona's Name: Marissa Parker

Age: 18

Lives in: New York

Occupation: Department Store Employee

What types of activities does this persona do online?

1. Looks at fashion
2. Shops
3. Social Media
4. Vlogs on YouTube
5. Looks at makeup tutorials

What activities would this persona perform on your web site?

1. Look for filmmaking tips
2. Pick up on info from BTS
3. Get in contact to get more info
4. Watch films for entertainment
- 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 would you go to learn filmmaking skills

Answer: Just look stuff up on YouTube and find out find out what styles suit you

2. Question: What is some good advice to get started

Answer: use what you have and start filming

3. Question: Why is everything free on your website?

Answer: To try and get my name out there quicker

4. Question: Where do you get all your equipment and resources

Answer: A majority of the equipment used is Canon and the software is from Adobe

5. Question: When do you update your website?

Answer: As often as possible, but it's unpredictable since indi filmmaking is unpredictable

6. Question: How do you put your films together

Answer: By using the Adobe Creative Suite

Persona's Name: Pablo Sanchez

Age: 22

Lives in: San Antonio

Occupation: Independent Filmmaker

What types of activities does this persona do online?

1. Shop for camera supplies
2. Watches YouTube to pick up tips
3. Uploads work to social media to get his work out
4. Social Media
5. Use Adobe CC web features

What activities would this persona perform on your web site?

1. Looks for filmmaking tips
2. Watches films for entertainment and inspiration
3. Analyzes films to see what he'd have done differently to get a feel for his style
4. Get in contact to more info
5. Download available media

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 inspires you the most

Answer: Peter Jackson, JJ Abrams and Christopher Nolan

2. Question: What are your films about

Answer: Various things, ranging from action to thrillers

3. Question: Why do you use Adobe products for editing

Answer: They all work extremely well together and has become the norm for filmmaking

4. Question: Where do learn your techniques

Answer: Take online classes and research in everyway possible

5. Question: When do you plan on making another film

Answer: My hopes are by the end of 2018

6. Question: How long have you been making films

Answer: About 6 years