Web 1 Personas

Rachel Tanner

02|24|13

**RACHEL TANNER PORTFOLIO SITE**

**Persona 1 | Vicki Jones**

Mrs. Jones is 47 year old founder and Creative Director of The Jones Group, a creative agency based out of Atlanta, GA. The Jones Group is mid-range design shop, known for their work with several large local businesses including Coca Cola, the Georgia Aquarium and the High Museum of Atlanta. Although most of their design and development is done in-house, they sometimes contract out freelancers for spot illustrations. The Jones Group has been approached by the Atlanta Botanical Gardens to do a complete re-branding and site redesign project. For this project, they are shopping out possible illustrators to help define the new brand and have come to my portfolio site to see examples of my work.

**Persona 2 | Ben Hill**

Ben hill is a 21-year old design student in his senior year at The University of Michigan. He is a packaging enthusiast and an all around type nerd, who does a daily check-in on several of his favorite design blogs. He came across a packaging project of mine on thedieline.com and has come to my site curious to see more work, as well as how I’ve gone about designing my portfolio site.

**URBAN THREAD CLOTHING/ SITE**

**Persona 1 | Brittney Ball**

Brittney is a 25-year old student at Northeastern University getting her doctorate in Audiology. Brittney has a very chic, elegant style. She invests in classic sometimes more expensive pieces for her wardrobe and frequently shops at stores like Anthropologie, JCrew and Madewell. Brittney is extremely internet-savvy and does most of her shopping online. She has recently heard of a new brand called Urban Thread and has reached the site via a friend’s recommendation on Facebook.

**Persona 2 | John Matthews**

John Matthews is a 35-year old home goods buyer from San Francisco, CA. He has been a buyer for companies like Urban Outfitters and West Elm, and has a very edgy, eclectic style. Recently he has heard about a new clothing and funky home goods store called Urban Thread, and believes his unique aesthetic and business experience would be a great addition to their company. He is visiting the site, looking to contact Ubran Thread to submit his resume and portfolio for review.

**LEONARDO’S RESTAURANT SITE**

**Persona 1 | Josh Porter**

Josh is 19-year old college student at LSU in Baton Rouge. He is studying architecture and is always in the studio working on projects at all hours of the night. Josh is attending LSU on loans and has to watch ever penny he spends. He loves Leonardo’s Pizza and frequents their site to order take out. He mainly looks for their contact information, but can be swayed by any special deals they might promote on their website.

**Persona 2 | Gordon Smith**

Mr. Smith is a 58-year old father of an LSU student. He lives in a small town about 2.5 hours outside of Baton Rouge and will often come up for a day to visit with his daughter on weekends. He is looking for a fun, healthy and young place to grab a bite to eat with his daughter before he heads home. They are both pretty health conscious and visit several sites of local restaurants to check menus. When they reach Leonardo’s Restaurant site, they appreciate how easy it is to find the menu and see the nutritional facts.