

Persona's Name: Ally Rogers

Age: 20

Lives in: Hopkins, MN

Occupation: Programmer

What types of activities does this persona do online?

1. Gaming
2. YouTube
3. Finding guitar tablature and covers of songs
4. Browsing guitar equipment
5. Schoolwork

What activities would this persona perform on your web site?

1. Researching products
2. Purchasing desired instruments or equipment
3. Viewing tips and tricks to improve playing
4. Participate in forums and discussions
5. Ask questions on how to improve

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...are you?

Answer: Fellow musicians who seek to make it easier for you to find the instrument that is best for you and also to help you learn and improve as desired.

2. Question: What...should I be on the lookout for on your site?

Answer: Products to be sold at reasonable prices that will beat competitors as well as a community of musicians using the forums and sharing advice.

3. Question: Why...should I use your site instead of another?

Answer: Our site will provide a more personal feeling with the community and helping you find what products will suit you best.

4. Question: Where...will products be located on your site?

Answer: Products will be organized by type. So bass guitars, electric guitars, pedals, picks, etc. will be organized onto pages that are relevant to each category of products.

5. Question: When...can I expect product shipments?

Answer: We aim to beat the business standard 3-5 days and aim for 2-4 days for product delivery.

6. Question: How...will products be sold?

Answer: Our site will have a cart system similar to Amazon and ship to your address.

Persona's Name: Jim Norman

Age: 45

Lives in: Kansas City

Occupation: Vice President

What types of activities does this persona do online?

1. Works from home
2. Reads sports articles
3. Finds funny pictures in spare time
4. Email
5. Researches hobbies and fun things to do

What activities would this persona perform on your web site?

1. Researching products
2. Purchasing desired instruments or equipment
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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...provides stock for your site?

Answer: Many notable brands such as Fender, Ibanez, Gretsch, Epiphone, Gibson, and more will provide our stock.

2. Question: What...is the goal of the site?

Answer: To provide the best products and community for musicians from all levels of skill.

3. Question: Why...might I be unable to find some products on your site that others have?

Answer: Due to our goal of selling at a lower and reasonable price than others, not every vendor feels that we will profit enough.

4. Question: Where...can I find information on potential discounts?

Answer: Any discounts will be mentioned on the home page and have a link to another page that goes into further detail regarding discounts.

5. Question: When...can I use a discount?

Answer: Discounts can be applied to the specified product(s) listed and fall within a certain date range.

6. Question: How...will I know where my delivery is?

Answer: We will aim to have a package tracker available for deliveries.

Persona's Name: Kase Ceenum

Age: 15

Lives in: Los Angeles

Occupation: High School Student

What types of activities does this persona do online?

1. Looking at awesome guitar designs
2. Finding easier ways to play guitar rather than go through lessons
3. Schoolwork and research
4. Looking at tour dates for bands
5. iTunes finding new music

What activities would this persona perform on your web site?

1. Researching products
2. Purchasing desired instruments or equipment
3. Viewing tips and tricks to improve playing
4. Participate in forums and discussions
5. Ask questions on how to improve

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...uses this site?

Answer: Many people of different ages and experience use this site to find exactly what they need.

2. Question: What...is the best guitar to buy?

Answer: There are a lot of answers to that question as many guitars are good but we also aim to help find one that appeals to you rather than just tell you to buy a certain one.

3. Question: Why...are there so many little differences amongst products?

Answer: Guitars are often built in different ways to cater to different genres and artists but don't let this frighten you off from researching our products.

4. Question: Where...do products come from?

Answer: Many different products come from different vendors around the world.

5. Question: When...is the site available to help me find my instrument?

Answer: We will have a set of hours that is set aside for a live chat to assist in that.

6. Question: How...will you help me find the best instrument?

Answer: By asking about things like color, brand, and other specs of the guitar. Anything you don't know about we can describe and help you understand one guitar to the next until you hear something you like.