

Persona's Name: Sandra Hansen

Age: 35

Lives in: California

Occupation: Accountant

What types of activities does this persona do online?

1. Pays bills
2. Reads the news
3. Shopping
4. Looks for information
5. Spends some time on social media

What activities would this persona perform on your web site?

1. Find the clinic's location
2. Look for available times for an appointment
3. Schedule an appointment
4. Find the services and procedures available
5. Compare the prices

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: We are a clinic that provides different kinds of plastic surgeries efficiently, and we always try our best to take care of our patients.

2. Question: What are some of the different kind of services provided in this clinic?

Answer: Facial surgery: blepharoplasty, Cheek Enhancement, Dermabrasion, Forehead Lift, Mentoplasty, Otoplasty, Rhinoplasty

Body surgery: Gynecomastia, Liposuction, Mammoplasty, Scar correction

3. Question: Why is this clinic the best option for me?

Answer: We have the best medical surgeons and we offer our services at the best price possible.

4. Question: Where can I find the clinic?

Answer: 3152 Main St., San Diego, CA, 92105

5. Question: When can I meet with a doctor?

Answer: You can schedule an appointment with a doctor through our Appointment System.

6. Question: How a plastic surgery can help me?

Answer: The benefits of plastic surgery are aimed at both physical and internal health, emotional, spiritual, mental.

Persona's Name: Jennifer Adams

Age: 20

Lives in: California

Occupation: Student

What types of activities does this persona do online?

1. Social Media
2. Homework
3. Watches videos and movies
4. Reads the news
5. Shopping

What activities would this persona perform on your web site?

1. Search which procedures they offer
2. Check how much does it cost
3. See the requirements
4. Schedule an appointment
5. Find the clinic's phone number

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 going to be my doctor?  
Answer: When you schedule your appointment the name of the doctor will show up.
2. Question: What information do I need to schedule an appointment?  
Answer: You will need:  
-Full Name  
-E-mail  
-Phone number
3. Question: Why should I get a Rhinoplasty?  
Answer: Through rhinoplasty, aesthetic problems of the nose such as deviations and malformations are resolved.
4. Question: Where would I be after the surgery is done?  
Answer: After the surgery is completed you can go home to recover, and you will come back in the following days to make sure everything is okay.
5. Question: When is an appropriate age to get the surgery.  
Answer: at least 18
6. Question: How much does a consult cost?  
Answer: \$40

Persona's Name: Christian Smith

Age: 25

Lives in: California

Occupation: Marketing

What types of activities does this persona do online?

1. Reads the news
2. Watches videos and movies
3. Social media
4. Searches information
5. Shopping

What activities would this persona perform on your web site?

1. Look for information
2. Look for prices
3. See the benefits and risks
4. Schedule appointment
5. Compare with other clinics

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 do I make my payment for my surgery?

Answer: You can pay at the clinic.

2. Question: What is a gynecomastia?

Answer: Gynecomastia is related to the overgrowth and development of the mammary gland and fatty tissue in man, it is common in men at any age.

3. Question: Why the cost of the surgery does not show on the website?

Answer: The prices are subject to the type of surgery and the person and it is determined after the consult appointment.

4. Question: Where can I find the best option for me?

Answer: In the consult the doctor will give you advice of what procedure will best fit your needs.

5. Question: When will I be ready for my surgery?

Answer: After you make the payment you can choose a date that works for both you and the doctor.

6. Question: How can I pay for the surgery?

Answer: There are two payment methods available. You can use cash or credit card.