

Site 1: Restaurant

Name: Holy Smokes!! Real Texas BBQ

URL: holysmokesbbq.com

User Story 1: Jeff is a 45-year-old beer and barbecue enthusiast who is new to the Boston Area. He has been using the internet since the late 90's, and knows his way around the web like a pro. He's a man who knows what he wants, and what he wants is definitely not an eye-blistering display of flashy graphics or an appeal to "like" the restaurant on "the Facebook." Jeff just wants to know how to find the place using the maps app on his brand new smartphone (which he's still getting used to), what the phone number is so that he can reserve a table, and read user reviews to see if it's worth his hard-earned money. He's not picky, so he knows the menu will have something good in store for him, but he also loves a good deal, so he'd like to see the day's specials listed.

User Story 2: Johnny is a student at BU and it's his 21st birthday. His parents have decided to surprise him by flying in from their home state of Tennessee to take him out for dinner, but they don't know where to go in the Boston area and ask Johnny to pick the place. Johnny is well-versed in the web, and has way too much experience using his iPhone. He wants to take his parents somewhere nice, but not too fancy, and not too expensive, either (he doesn't want to put his folks out), so he'd like to have a menu available that lists the prices. He doesn't want to go far because his poor mother gets terrible anxiety driving in the city, so he'd like to check how close it is with Google Maps. He'd also like if they had a link to some user reviews available on the front page to see if it's any good, and he'd like to check out their beer selection, too (him turning 21 and all).

Site 2: Shop

Name: Hannah's Handmade Quilts

URL: hannahmakesquilts.com

User Story 1: Beatrice is a kind, elderly woman who is new to the internet, but she's eager to learn how to use it so that she can shop online. She wants to order a nice, hand-made, traditional-style quilt for her best friend Edith's birthday. She just wants to know a little bit about this Hannah, and make sure that the quilts that she makes are high-quality, so that she'll be confident she got her friend a nice gift (they've known each other since they were girls in grade school, after all). She also has a few questions for Hannah, and would like to call her in person if she could (she doesn't trust email) and she'd like to try out using her credit card online, but wants to know that her transaction is secure.

User Story 2: Beth is a self-described "total quilt fanatic" who would like to talk to others who share her passion for quilting. She is a big fan of Hannah's quilts already, but wants to know more about what kind of threads, stitching, and other materials that Hannah employs to make such fabulous quilts. Beth is in her mid-40's and has a smart teenage son who has shown her the ropes on the information superhighway, and she's hungry for more- now she wants to learn how to join her first internet forum.

site 3: blog

name: Barry's Dog Blog

url: barkblog.net

User Story 1: Sally and Bobby are two 20-something newlyweds who are ready to buy their first dog. They don't know much about dog breeds, so they'd like to peruse Barry's impressive gallery of pooches to help them decide. While they're at it, they'd like to read up on some basic information for first time puppy owners, and submit questions to Barry, a well-respected canine expert who answers reader questions each week in his popular "Ask Barry" section. Sally and Bobby would also appreciate some information on the shelters in their area as well as where to find local veterinary services.

User Story 2: Jenny is a 14-year-old girl who loves puppies!! Her *super-mean* parents won't let her have one, but that doesn't stop her from spending hours on end browsing puppy pics on tumblr and watching Youtube vides of the cutest dogs ever. She's already a veteran user of the internet, and Barry's Bark Blog was recommended to her by a friend on Facebook. She's a busy girl, and she can't have a dog anyway, so she doesn't want to be bothered by a bunch of text on the front page- she wants to get right to the picture and videos, and if they won't work on her iPad, then she's going to look elsewhere!!