Assignment 1 - Wireframes & Personas

Interface Design Using CSS

**INSTRUCTIONS Persona  
To create your persona, you can use any text editor, photo editor, or you  
can create it on paper and submit an image.  
The user persona should include but not limited to:  
− The users name  
− Location  
− Age  
− Gender  
− Bio  
− The purpose of the visit to the website  
− Interests  
− Etc**

**Name**: Ivette Armstead   
**Location**: Los Angeles, EUA   
**Age**: 35   
**Gender**: Female   
**Bio**: Ivette is an experienced Executive at Epson, specializing in Loyalty Programs at HP. Her role involves a broad range of responsibilities, but the main function is the HP Smiles Program. She has lots of knowledge in the tech area and has been working with website development, and digital marketing for a while.   
She loves staying updated with the latest tech trends and enjoys reading tech blogs and attending webinars.  
In her daily activities Ivette has the responsibility of keeping her website updated with the latest selling information, find new ideas to make the website more interesting for the resellers and making it appealing enough so she can keep the traffic high (users coming and going).  
**Purpose of the visit**: Ivette visits the website to find resources, new ideas for here own website (HP Smiles page), and anything that she finds useful to connect to her resellers. **Interests:** Technology, marketing, networking, blogging, webinars.