Stephanie Motyka

1. Restaurant – Up Scale but not pricey

Taylor is a workingman of 23.

-Taylor works hard for his money and has many student loans *on his plate*. He has been seeing a girl he really like and wants to take her out on a date. He wants a fancy and romantic atmosphere with prices that wont hurt his wallet.

-The site shows menu options and a gallery. The gallery shifts through photos of the space and food. The photos show the up scale display and presentation and the romantic setting. They are connected to yelp for reviews and price ratings. The restaurant is a local business and a true gem of the area.

Fred is a seasoned professional in the food business.

-Fred is looking to move forward in his career and become a manager of a desirable restaurant. He is new to the area and did a local search for places that meet his requirements. He wants a good staff and good atmosphere to work in. He is not interested in a chain or large business

-From the site Fred can find the location address with a Google map. If accessing from his phone the Google map will show his location in relation to the restaurant. He can also call directly from the site and push the information to his phone contacts. The site also shows him the atmosphere in photos and the story of how the local business began.

2. Blog – Beauty Tutorials

Lauren is an 20 year-old trendy girl.

-Lauren is very well liked by her friends and classmates. She is a frequent viewer of this blog and is always looking for something new in style, hair, make-up, and nails. She wants to be able to go to this blog and see up-to-date tutorials and styles.

-This site need easy navigation to hair, skin, nails, make-up, and style so that Lauren can look for something new in what she wants. She does not want to sift through old posts that she has seen in order to get to the new ones. The site also offers feedback on specific posts in order to improve.

Maria is 15 and just coming into her own.

-Maria is new to make-up and doing her hair how she likes. She just got her first curling iron and eye shadow for Christmas. She is edger to use them and wants easy photo tutorials on how to apply make-up and curl her hair. She found this blog via *Pinterest* based on a photo describing easy curls with an iron. She loves the tutorial and wants more. She needs to navigate through older posts so she can learn more.

-The blog supplies easy to follow steps with photos for their readers. It also recommends products to use with the different tutorials. There is a key word search bar at the top right of the page so that finding what you want a breeze. This blog is now Maria’s new beauty library.

3. Band Page

Sandy is 18

Sandy just heard a song on the radio that she really liked. She remembered the band name and wants to find more about them.

She searched it in Google and the band page was the first to come up. From there so found their Facebook page news, feed, and more music. She was able to go from the site directly to iTunes and download their new album.

Jim is 49 and a parent

He is a proud parent of two girls. He monitors what his kids, 8 and 11, do on the family computer. Through this he found a band one of them listens to often. To make sure the music is ok for his child to be listening to. On the site he was able to see photos of the band and read their bio. He then was able to go to their iTunes and hear previews on each song. He also saw they album was not labeled explicit and then felt better about everything.