

Persona's Name: Adam Shozix

Age: 27

Lives in: Utah

Occupation: Contruction worker

What types of activities does this persona do online?

1. Instagram
2. Online ski directory
3. snapchat
4. YouTube
5. Local mountain hike trails

What activities would this persona perform on your web site?

1. Compare prices for different resorts
2. Read the comments and reviews for his top 3 resorts near him
3. Look over the mountain trail map for terrain parks
4. Get number for Ski resort he chooses
5. Leave a comment on his experience of resort

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... who is the owner if these resorts, is there any ownership of local ski resort?

Answer: no this is a private owned site, with no connection to any resorts, other than being a guest at said resort.

2. Question: What... what kind of deals I can expect to find from using this site?

Answer: none, unfortunately getting special deals from Ski resorts is a pretty exclusive dealing, we can however direct you to sites that can give you these discounts when you settle on a desired resort

3. Question: Why... why I should use this site?

Answer: because it will give you a better idea of the Utah Ski resorts you have been to to, to know if they are worth visiting or not.

4. Question: Where... where these resorts are all located?

Answer: these resorts are all the local Utah ski resorts

5. Question: When... When are most resorts open?

Answer: the usual opening time is 9:00 for all days of the week for most resort. For more information on desired resort please click the Ski resort you want more info on

6. Question: How... how much I am likely to spend on a single resorts?

Answer: higher end resorts, cost close to 80-100\$, lower ends can be as cheap as 50\$

There are also special night skiing deals that can get you as low as 20\$

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1. Question: Who...

Answer:

2. Question: What...

Answer:

3. Question: Why...

Answer:

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Answer:

5. Question: When...

Answer:

6. Question: How...

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Answer:

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Answer:

3. Question: Why...

Answer:

4. Question: Where...

Answer:

5. Question: When...

Answer:

6. Question: How...

Answer: