

Truth Communications

What is the main purpose of the site?

Main purpose of the site is the create marketing materials and help manage events for small businesses. We would plan logos, brochures, business cards, letterhead, websites as well as plan promotional events like grand openings, promotional lunches and dinners, and customer appreciation events.

Who will your audience be?

Our audience would be small business owners.

What are the primary actions you want them to take when coming to your website?

When coming to our website I would like the user to look at our work and hire us.

What will the name of your site be?

www.truthcommunications.com

What do you want the URL to be?

www.truthcommunications.com

What are the three main pages of the site?

Home

What We Do

Client Work

What content should go on each page?

Home - describe who we are

What We Do - What our skills are and what we can do

Client Work - a portfolio of our work

Create a user persona of someone who would typically go to your site.

User persona #1: Barbara

Where they live: splits her time between Atlanta, Georgia and Chicago, Illinois

Gender: female

Age: mid 50s

Career: Small business owner - marketing consultanting

Education: University of Pennyslvannia and The Wharton School of Business

Family status: married, no children

approximate income: mid 200s

Interests and hobbies: Work, work work

Personality: Very driven and determined, passionate about her clients

Goals: To grow her small business

Primary problems: wants extra staff for preparing client presentations in PowerPoint and needs templates set up inDesign, wants to plan an opening event and ongoing client events

User persona #2: Bobby

Where they live: Tinley Park, Illinois

Gender: male

Age: mid 30s

Career: Small business owner - produces Greek fraternity and sorority party items

Education: Illinois State University

Family status: married, 2 children

approximate income: mid 70s

Interests and hobbies: dedicated family man, various activities with wife and children

Personality: Hardworking, very friendly and outgoing

Goals: To grow his small business

Primary problems: just starting out and needs staff to help set up basic office needs - needs templates, websites, wants to plan an opening event