Persona's Name: Taylor Frost

Age: 29
Lives in: Portland, Oregon
Occupation: Nurse

What types of activities does this persona do online?

1. Facebook
2. Online Shop
3. Google Recipes
4. Finding deals
5. Pinterest

What activities would this persona perform on your web site?

1. Find designs for her home
2. Find estimates
3. Read reviews on the company
4. Browse pictures
5. Contact company

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… would I first get in contact with?

   Answer: Bill Kalamafoni does all estimates personally.

2. Question: What… Do you sell?

   Answer: Construction service

3. Question: Why… do I only have a choice to set up an estimate? Why aren't there price ranges?

   Answer: There are so many options & we customize everything to your property & what you want specifically. This is why we'd need to do an estimation.

4. Question: Where… are you located?

   Answer: Here in the Local Portland Area.
   4837 NE 27th ave, Portland OR 97211

5. Question: When… are you open?

   Answer: We are open at 7am-9pm

6. Question: How… can I get in contact?

    Answer: Call 5033813030 or email billkal@gmail.com

Persona's Name: Barbara Grace

Age: 60
Lives in: Beaverton, Oregon
Occupation: Retired Teacher

What types of activities does this persona do online?

1. Facebook
2. Email
3. Read ebooks
4. youtube
5. Finding deals

What activities would this persona perform on your web site?

1. Finding designs
2. Calling for an estimate
3. Browsing designs
4. Read yelp reviews
5. Find appointments

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… will help me?

   Answer: Bill Kalamafoni

2. Question: What… What are your prices?

   Answer: Ranges, you'll need to set up a estimate to get prices.

3. Question: Why… should I use you?

   Answer: Fast, great price, & great quality.

4. Question: Where… would I meet you?

   Answer: We would stop by where ever the construction site would be.

5. Question: When… can you come?

   Answer: As soon as you set up an estimate.

6. Question: How… long does jobs take?

   Answer: Depends on the job, but never usually longer than a week.

Persona's Name: Tom Jensen

Age: 59
Lives in: Tigard, OR
Occupation: bus driver

What types of activities does this persona do online?

1. Youtube
2. facebook
3. Google jokes
4. Shop on amazon
5. Look up house projects
6. Read LDS talks

What activities would this persona perform on your web site?

1. Looking for deals
2. Looking at photos of finished construction sties
3. Setting up an estimate
4. Check out reviews
5. Find company hours

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… has used this company before?

   Answer: many have, check our yelp reviews if you would like to.

2. Question: What… is the first thing that happens when I get in contact with them?

   Answer: You will speak with Bill or Sue, and they'll set up at an appointment with you at where ever you need the services to be at. Then they will do the estimate.
3.

4. Question: Why… Do I have to pay a $45 estimate fee?

   Answer: we get a lot of people wanting to know prices for jobs. & it takes time to come out and do an estimate, so we charge.

5. Question: Where… do we meet?

   Answer: Where ever you need the construction done.

6. Question: When… is the fastest we can meet?

   Answer: As soon as possible, we're pretty good at getting to estimates & getting things going.

7. Question: How… does the process start?

   Answer: First we draw up contracts, go over ideas with you, create blue prints, and then we start the construction.