

Adam Cooper



Profession: digital marketing specialist

Age/Ethnicity: 37/American

Education: BA in digital media communication

Residence: Ann Arbor

#### Overview:

Adam Cooper is a digital marketing specialist in a media company. He moved to Ann Arbor 7 years ago, and now lives with his wife and his three year old daughter, Jane. He is an active learner and doer. He loves working in a digital media company. He mainly deals with work of online marketing, so part of his job is to manage and maintain the company websites using wordpress. However, because he does not have advanced technical skills, it is usual for him to have website problems and he spends a noticeable time solving these problems

#### Technical background:

- Knows basic knowledge of web building and management
- Uses wordpress for 3 years to build and manage websites of his, his friends', and his company's

#### Characteristics:

- Goal oriented, self-initiated and efficient in work
- Good speaker and talker
- Loves to communicate with people

#### Goals:

- Be able to build wordpress websites in an easy and fast manner
- Be able to maintain a good status of his companies' wordpress websites without

encountering much trouble

- Be able to find immediate solutions whenever encountering a problem

Challenges:

- Lacking advanced technical knowledge so sometimes he blows up his own websites by himself
- Needs to hire programmers to solve his wordpress problems, sometimes even for simple ones

Shortly after his morning coffee, Adam receives a page from his boss's assistant. It seems that the boss is not happy about something, but Adam doesn't know what. When he gets down to the corner office, Adam is nervous. He knows that there have been rumors of layoffs because the company hasn't been doing well. In addition to the slow revenue the company just invested a ton of money in a new marketing campaign that Adam worked really hard on. He sits nervously in front of Steve, his boss, who tells him that there are major problems with their new campaign. It seems that no one can access the social media pages and it's causing quite the bottleneck for the sales reps who have been directing clients to the new site. Steve tells Adam that he needs to figure it out ASAP "or else". Without hesitation, Adam heads back to his office and calls A2Hosting. He knows that if anyone can figure it out, they can. After only 5 minutes on the phone the problem is fixed and a crisis is averted...for now. He then heads back down the hall to let Steve know that all is well. Without even looking up, Steve mumbles "good job" and asks Adam to shut the door on his way out. Adam and A2Hosting have saved the day and allowed the company he works for to survive another a little while longer.

## Jeremy Anderson



Profession: Freelance programmer

Age/Ethnicity: 35/America

Education: BS in Computer Science

Location: Pennsylvania

### Overview:

Jeremy Anderson is a freelance programmer. He doesn't like the air in offices, and he was aggravated by the daily commute. Currently, he works at home in Pennsylvania, and is developing and maintaining a website for an NGO using Python Django. He has used other hosting services before and decided to switch to A2hosting a year ago. He is an introvert and soft-spoken. He's pretty experienced, so he typically encounters very few problems when using A2Hosting. He prefers to solve problems by browsing and searching on his own rather than asking someone for help. If necessary, he prefers to submit an online tickets versus call on the phone.

### Technical background:

- BS in Computer Science
- Has a good command of Delphi, Pascal and Python, used Python as his major programming language to develop websites
- Knows only basic knowledge of web programming (PHP and HTML), know little about CSS and Javascript)
- Did an extensive research on various hosting services.

### Characteristics:

- Introvert, soft-spoken
- Doesn't like talking too much
- Well-organized, self-motivated
- Cares about making things clear
- Always writes a good documentation/comment for his own program

### Goals:

- Host the websites he built by Python Django
- Be able to setup the environment of python server easily
- Seeks for a hosting service that provide an extensive documentation of python server

#### Challenges:

- Doesn't feel comfortable to talk in person to ask for help

#### Scenario:

It's 11 p.m. on a Friday when Jeremy gets a call from his biggest client who is concerned that their site is acting "slow and clunky". Jeremy has been developing the website for "Greener California" for months and it finally went live this week. He has no idea what could be going on, it was perfect when they launched. He tells the client that he will do some investigating and quickly gets to work. Because of the time difference it's only 8 p.m. on the west coast, which Jeremy knows is prime usage time for the users of this particular clients site. He quickly searches for some answers in the A2Hosting knowledge base, but comes up empty. Then he remembers that one of the reasons he chose A2Hosting was because of their 24/7/365 customer service guarantee. He has a little trouble navigating through the "Submit a Ticket" section, but finally gets a ticket submitted. Within 2 hours he receives an email from Andy, his customer relations manager. Andy tells him that the "Greener California" site had seen so much traffic in the past 6 hours that it was overloading the bandwidth they were allotted. He recommends that Jeremy adds bandwidth ability for his client, Jeremy agrees and does so. Relieved that he was able to solve the problem so quickly, Jeremy calls his client back to explain the problem. The two share a laugh about "good problems to have", and Jeremy hangs up the phone knowing that because A2Hosting has such good customer service response time, that his client was happy.

## Alessandra Graham



### Background

Gender: Female

Ethnicity: American

Age: 25

Residence: Pittsburgh, PA

Education: BS in Economics from University of Pittsburgh

Profession: Business Analyst at PNC Bank

Technical Level: 2/5

Internet Use: 7 hours a day

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### Overview

- Alessandra Graham is a business analyst living in Pittsburgh, PA. She's been working in her desired field for about 3 years now. She started blogging about a few months ago when she realized she made a lot of interesting things that others might be interested in learning. She manages a DIY or do it yourself blog where she uploads blog posts and pictures about how to make things by yourself. She is really passionate about her blog and finds a lot of support for DIY in the online community.

### Characteristics

- Passionate about her DIY (do it yourself) blog
- Embarrassed by her lack of technical skills
- A chronic Googler

### Goals

- To understand more about Wordpress so she can make her blog better
- To become proficient at the technology needed to maintain her websites
- To maintain the efficiency of her blog as it garners more traffic

### Challenges

- Not very proficient at various web programming languages so often needs a lot of help in setting up her website and improving it

### Technical background

- Recently started her own website
- Has limited knowledge of web building and management

### Scenario:

Alessandra Graham is excited because it's finally Friday, which means she will have enough time to work on her DIY blog, "Made by Alessa". Her blog has been attracting much more traffic than usual and she feels pressure to update the look and feel of her blog so her popularity remains high. She started her blog a few months ago and uses A2 Hosting to host it. A2 Hosting helped her set up her blog through Wordpress and really made the whole process easy for her. She really admires A2 Hosting for making it simple for someone with very little understanding of web building and management.

Today, she decides that she needs to an easier way to transfer files between her laptop and her A2

Hosting account. She's been using the A2 Hosting CPanel but that only lets her transfer one file at a time. Since she has recently been blogging much more, she has many files to transfer and the process of transferring one file at a time is decidedly not a good use of her time.

First, she asks her friend Max, a whiz at web development what would be the best way to transfer the files. He talks a bit about the FTP (file transfer protocol) but he uses many complex terms that makes it hard for Alessandra to understand exactly what he is talking about. He doesn't have much time to go over everything since he has an exam the next day so Alessandra has to find a solution on her own. She decides to Google the FTP that Max talked about. Maybe the internet will have an answer that is easier to understand. She always Googles everything, Google is super smart! A bunch of articles came up describing FTP. She reads a couple but then gets pretty bored because it just seems like a bunch of people like her friend Max wrote these articles.

Finally, she remembers that A2 Hosting actually has some resources about various web technologies. Maybe she will find more information through her trusty hosting service. She heads to the support area of the website but isn't too sure where to go next. She's never used Knowledge Base before but it sounds like something smart so she enters FTP as a search term. She is pleasantly surprised that a bunch of articles pop up and clicks on the first link. She reads through the article and finds that she understands more of it than she thought she would. The steps to setup FTP are pretty clear and she's going to try to do it on her own. She knows if she gets stuck on anything, she can always call or email A2 Hosting and they will be able to help her out.