

Persona's Name: Sally Sales

Age: 42

Lives in: A House

Occupation: Teacher

What types of activities does this persona do online?

1. Follows her kids on social media to make sure they aren't hooligans.
2. Listens to popular music to stay relevant with her students.
3. Purchases things online for her kids to establish a role as the cool parent.
4. Looks for recipes on google because she can't cook otherwise.
5. Peruses Pinterest for DIY ideas that she establishes in her home.

What activities would this persona perform on your web site?

1. Purchase cool transportation equipment for her kids.
2. Browse the site looking for good deals.
3. Try to figure out if the equipment is safe for her children.
4. Make sure that the purchases she is about to make are relevant and trendy.
5. Compare prices with other websites that have similar products.

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 am I going to be purchasing for?

Answer: The products page should have content appropriate for everyone.

2. Question: What am I willing to pay for the products that are listed here?

Answer: It depends on what the price of other like products are.

3. Question: Why would I buy from this company over any other company?

Answer: Because no other company has any products quite like this one.

4. Question: Where is this company located?

Answer: Rexburg, Idaho. Trustworthy. American.

5. Question: When will I be able to receive my orders, if I place any?

Answer: It depends on where you are in relation to Rexburg and what kind of shipping you choose.

6. Question: How can I find out more about the company and the products?

Answer: An FAQ section built in the site.

Persona's Name: Jack James

Age: 20

Lives in: Rexburg

Occupation: Student

What types of activities does this persona do online?

1. Plays video games with his friends back home.
2. Watches videos on YouTube of other people having fun.
3. Creates videos of himself having fun and uploads them to YouTube.
4. Spends a lot of time on Social Media following the lives of his friends.
5. Does homework every now and then.

What activities would this persona perform on your web site?

1. Learn about the products listed on the web site.
2. Find out if he can afford anything with his current budget.
3. See if he can monetize the product by making videos of himself enjoying the products.
4. Research the legal details about product names being present in his videos.
5. Purchase the cheapest and most unusual products available.

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 are these people?

Answer: Other students from Rexburg with great ideas.

2. Question: What can I afford with my current budget?

Answer: There is a value menu with low-priced fun. Like the dollar menu from McDonalds.

3. Question: Why am I going to buy these things?

Answer: For new experiences and for new ways to have fun.

4. Question: Where would I be able to use the transportation equipment?

Answer: All equipment sold is made of legal material. Some are more legal than others.

5. Question: When will I be able to start making videos?

Answer: That depends on you, not the company.

6. Question: How will I be able to contact the company about legal rights?

Answer: There is an e-mail listed on the home page.

Persona's Name: Billy Jewel

Age: 9

Lives in: His Mom's House

Occupation: E-Thug

What types of activities does this persona do online?

1. Bullies other children on Minecraft Realms.
2. Makes modifications to his mansion on Roblox.
3. Buys cool stuff with his Mom's credit card.
4. Watches videos of grown-ups dressed as super heroes.
5. Watches super old cartoons from his childhood, 3 years ago.

What activities would this persona perform on your web site?

1. Look at pictures of all the cool products on the web site.
2. Try to read the descriptions of the products.
3. Browse through videos of other people using the products.
4. Find out if any famous people have ever purchased products from the web site.
5. Buy anything regardless of price because he is using his mom's credit card.

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 else has bought from this web site?

Answer: There is this section with feedback from satisfied customers.

2. Question: What are the products available from this company?

Answer: There is a complete list of everything that is sold and more detail on individual pages.

3. Question: Why is this the best site for unusual transportation equipment?

Answer: It is the first and the best. Nobody else saw the market and now we own it.

4. Question: Where do I live?

Answer: With permission from the user, the product can be shipped to the consumer's location.

5. Question: When will I get my products, if I buy any?

Answer: It depends on where you live, relative to Rexburg, and the level of shipping purchased.

6. Question: How will I know who else has bought these products?

Answer: Customer reviews are available on the main website.