

Persona's Name: Jason Blacker

Age: 27

Lives in: Portland, OR

Occupation: Interior Designer

What types of activities does this persona do online?

1. Search for products to put in homes
2. Look for current design trends
3. Watch YouTube Videos
4. Participate in various social medias
- 5.

What activities would this persona perform on your web site?

1. Design items for clients' homes
2. Purchase premade items for himself or clients
3. Explore possible designs
4. Show possible designs to others
5. Purchase designs and designed items

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 be creating these items and what experience do they have?

Answer: Rachel Barney will be creating these items and has several years' experience in creating items.

2. Question: What is the timeframe for creating items?

Answer: Premade items should ship within a week if they are in stock. Custom items can take two weeks or longer depending on the size, finalization of design, how complex the design is, and if materials need to be ordered.

3. Question: Why should I purchase items from this site?

Answer: Each item is prepared especially with the client in mind. If there are any problems with the design the artist will email the client with suggestions or modifications to the design to solve any problems that may have arisen.

4. Question: Where can I have the items shipped to?

Answer: Anywhere in the United states. Shipping will be done through the United States Postal Service or other providers is needed.

5. Question: When can I expect the item to arrive?

Answer: Shipping will depend on what option the client has chosen. Standard shipping should take 7-8 business days.

6. Question: How can I receive updates on my order or track my item?

Answer: The Artist will inform you when the package is shipped and should provide a tracking number. Customized orders will send pictures upon request and updates will be emailed to you as the item moves through the different phases.

Persona's Name: Jill Valentine

Age: 19

Lives in: Indianapolis, Indiana

Occupation: College student

What types of activities does this persona do online?

1. Watch Youtube Videos
2. Watch Netflix
3. Homework research
4. Gaming
5. Fanfiction

What activities would this persona perform on your web site?

1. Design fan related items
2. Buy premade items
3. Buy personalized items
4. Search for useable designs
5. Buy gifts

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 can I buy items for?

Answer: Anyone. We offer a variety of styles and content to appeal to a wide variety of people.

2. Question: What can I put in my design?

Answer: We offer a variety of free to use images and it is possible to upload your images for use as well.

3. Question: Why are some of my options limited when it comes to designs?

Answer: Sometimes it's the details. Also copyright law is a matter that we treat seriously, and we only use images we have permission to use.

4. Question: Where can I upload images to use for my designs?

Answer: There should be an image upload form in the design area.

5. Question: When will it arrive?

Answer: Shipping will depend on what option the client has chosen. Standard shipping should take 7-8 business days after the item is complete.

6. Question: How much will my item cost?

Answer: Somewhere between 10 to 15 dollars.

Persona's Name: Chris Redfield

Age: 67

Lives in: Billings, Montana

Occupation: Retired

What types of activities does this persona do online?

1. Family history
2. Facebook
3. Online shopping
4. Banking
5. Email

What activities would this persona perform on your web site?

1. Purchase custom gifts
2. Purchase home items
3. Purchase walking sticks
- 4.
- 5.

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 do I contact with questions?

Answer: You can contact us via email.

2. Question: What kind of wood do you use?

Answer: Mostly pine or other light woods.

3. Question: Why isn't there more variety in materials?

Answer: We have a limited stock and budget at this time.

4. Question: Where are you located?

Answer: We are located in southern Idaho.

5. Question: When will my item arrive?

Answer: Your item should arrive 7 to 8 days after completion.

6. Question: How long will it take to make my custom item?

Answer: Very complicated items may take up to a week or more. Simpler Items may only take a few days.