

Persona's Name: Georgie Penn

Age: 16

Lives in: Nashville

Occupation: High School student

What types of activities does this persona do online?

1. Social Media
2. Netflix
3. Homework
4. Keeps up with movies
5. YouTube

What activities would this persona perform on your web site?

1. Purchase items
2. Share items she likes to her social media profiles
3. Communicates with others on site
- 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)?

1. Who...  
Who are the people shown by different products?  
Anyone can create a design for fandommerch, the person you see listed as the artist is the one who made the design you're looking at
2. What...  
What kinds of merch is available on fandommerch?  
We have a variety of merch available for you like tee-shirts, hoodies, phone cases, coffee mugs, watches, pins, posters, and stickers
3. Why...
4. Where...
5. When...

6. How...

How do I make an account?

“You can sign in with Facebook, Google, or your email”

Persona's Name: Wendy Potts

Age: 41

Lives in: Arizona

Occupation: Principal

What types of activities does this persona do online?

1. Email
2. Keeps up with current events
3. Reads articles
4. Social media
5. Youtube

What activities would this persona perform on your web site?

1. Wendy wants to find something for her son's birthday related to the show he loves
- 2.
- 3.
- 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)?

1. Who...
2. What...  
"We have all kinds of merch!"
3. Why...  
"These are our most popular items..."
4. Where...  
"Search for fandoms here..."
5. When...  
"Perfect for showing off your fandom, or gifts!"
6. How...  
"Just select your desired color, size, and fit then add it to your cart"

Persona's Name: Dean Riddle

Age: 26

Lives in: Manhattan

Occupation: Waiter/attending art school

What types of activities does this persona do online?

1. Uploads to his deviant art
2. Runs blog
3. Takes online courses
4. Keeps up with online graphic novels
5. Social media

What activities would this persona perform on your web site?

1. Sells his art work on our merchandise
2. Connects with other artists
3. Connects with other fans
4. Shares links to his merch on his blog
5. Purchases other artists work

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)?

1. Who...  
"You must list this design under one of our available fandoms so other fans can find it. Or, start a new list if you can't find the appropriate fandom here"
2. What...  
"Select what items you want to sell this design on"
3. Why...  
Why would I sell my work here instead of amazon?  
With fandommerch.club you don't ever have to ship anything out or even make your merch. All you have to do is upload your designs and select what items you want to sell it on and we take care of the rest!
4. Where...
5. When...

6. How...