

Persona's Name: Karisma Manandar

Age: 18

Lives in: New road, Ktm

Occupation: Student

What types of activities does this persona do online?

1. Plays game.
2. Shops.
3. Checks out what she wants for her next birthday gift.
4. Watch Videos on YouTube.
5. Use social media to chat with friends.

What activities would this persona perform on your web site?

1. Looks for gift for herself and for her friends on their birthday.
2. Explores different designs of birthday cakes and shares with her friends.
3. Finds what she like and tells her mom to buy it for her.
4. Shares the experience she has had in the past(Feedback)
5. Checks for the new upcoming designs.

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...

Answer: We mainly focus on the customers and their satisfaction. Our customers are our main goal and to keep them happy and satisfied is what we're here for.

2. Question: What...

Answer: We mainly sell birthday cakes of your design. You pick a design and we make it for you.

3. Question: Why...

Answer: There aren't very many online platforms that provides a quality service with the great looking designs that's why we step in to provide you with the best quality you want with the great looking designs of your choice.

4. Question: Where...

Answer: We don't have a physical office location but we deliver it in your door-step.

5. Question: When...

Answer: Anytime you want. Even if you plan of surprising your parents on their anniversary with a gorgeous looking cake at 11:59 pm, we're there for you.

6. Question: How...

Answer: All you need to do is pick your design and make a payment online, we'll do the rest.

Persona's Name: Anu lama

Age: 26

Lives in: Baneshwor, Ktm

Occupation: House Wife

What types of activities does this persona do online?

1. Buy home appliances.
2. Buys gifts for her children and husbands.
3. Gets cake online in her loved one's birthday.
4. Gets herself cloths and accessories.
5. Checks out hot deals and offers.

What activities would this persona perform on your web site?

1. Looks for the best deals in advance for her husband's and child's birthday.
2. Buys different ladies accessories.
3. Asks for discounts on her special events.
4. Shares what she likes with her husband.
5. Makes online payments when buying anything.

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...

Answer: We served you as customers who are our prime focus. Each customer plays a profound role in our organization.

2. Question: What...

Answer: We mainly sell ladies accessories and birthday or wedding cakes of your choice.

3. Question: Why...

Answer: To save you your precious time of going shop to shop and finding the design you like in person. We understand you're very busy taking care of your family so we bring thousands of different designs where you can pick from and deliver in your door step.

4. Question: Where...

Answer: Right at your door. You no longer need to drive miles in order to get the best birthday surprise cake for your husband.

5. Question: When...

Answer: Anytime you want. Be it 12 at night or 3 in the morning or maybe anytime during the day time.

6. Question: How...

Answer: You pay online and we get your stuff right where you want and when you want.

Persona's Name: Susan giri

Age: 37

Lives in: Vimsengola, Ktm

Occupation: Senior manager

What types of activities does this persona do online?

1. Do different researches online.
2. Reads news.
3. Buys and sells shares.
4. Buys gifts occasionally.
5. Tries to stay updated with the world.

What activities would this persona perform on your web site?

1. Checks out my shares.
2. Invests on my shares if reasonable.
3. Checks on my progress.
4. Occasionally buys cakes to motivate his staff.
5. Does online payment.

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...

Answer: We are who we are because of our customers and shareholders. We care about profit to keep our shareholders satisfied at the same time we keep up with our quality to keep our customers satisfied.

2. Question: What...

Answer: We want to bring a change in the world of online business by being the number one company.

3. Question: Why...

Answer: Because I build you and you build me. We don't only focus on profit only. We give you what you want and get a reasonable amount of margin so we can stay alive in this competitive world.

4. Question: Where...

Answer: We're here in Kathmandu now but soon we want to expand it throughout the county in

different cities so people all around the country could avail the facilities that we provide.

5. Question: When...

Answer: Soon we're planning our expansion throughout the country.

6. Question: How...

Answer: By finding more shareholders and investors who would contribute in this initial stage and gain a profit later.