

User Personas



Walt	Demographics
<p data-bbox="252 365 625 398" style="text-align: center;">Real Estate Investor</p>  <p data-bbox="86 846 798 1021"><i>"Keeping on top of the changing real estate market takes up all my time. I need website of my own as a place for my existing customers to go, as well as a place for new customers to find me"</i></p> <p data-bbox="86 1055 798 1198">32 year old self-made real estate investor who acquires customers by direct advertising, door to door canvassing and customer referrals does real estate flipping.</p>	<p data-bbox="820 353 1173 387">Annual Income 150 K</p> <p data-bbox="820 432 1517 506">Single man and resident of Sacramento since 2012.</p> <p data-bbox="820 551 1054 584">A homeowner.</p> <p data-bbox="820 629 1182 663">Owns one automobile.</p> <p data-bbox="820 707 1517 781">Uses smart phone and home computer for business operations.</p>
Considerations	Solutions
<p data-bbox="86 1323 193 1357">Needs</p> <p data-bbox="86 1361 798 1464">Requires a business website as focal point for his business activities. Needs a photo gallery to showcase current property listings.</p> <p data-bbox="86 1503 245 1536">Problems</p> <p data-bbox="86 1541 798 1715">Being a one man show his daily schedule is a busy one. He does not wish to take on the business expense of physical office and secretary prefers to keep his operations simple with low overhead costs.</p> <p data-bbox="86 1753 240 1787">Concerns</p> <p data-bbox="86 1792 798 1966">Believes that a website with good detail should be fine in lieu of an office space. A website needs to work well and look good if this is going to be the main focal point of his business.</p>	<p data-bbox="820 1323 1517 1426">Show examples of multiple page website layout options which show creative visual themes.</p> <p data-bbox="820 1464 1517 1568">Show gallery display options for property listing details including one-click Google Maps locating finder.</p> <p data-bbox="820 1606 1517 1709">Create portfolio style "About Us" page or section showing his sales accomplishments and customers.</p> <p data-bbox="820 1747 1517 1850">Have the client obtain testimonials from his customers for posting in a carousel style testimonial slider.</p> <p data-bbox="820 1888 1517 1962">Provide out-bound links to well-known/high authority clients he has done business links.</p>