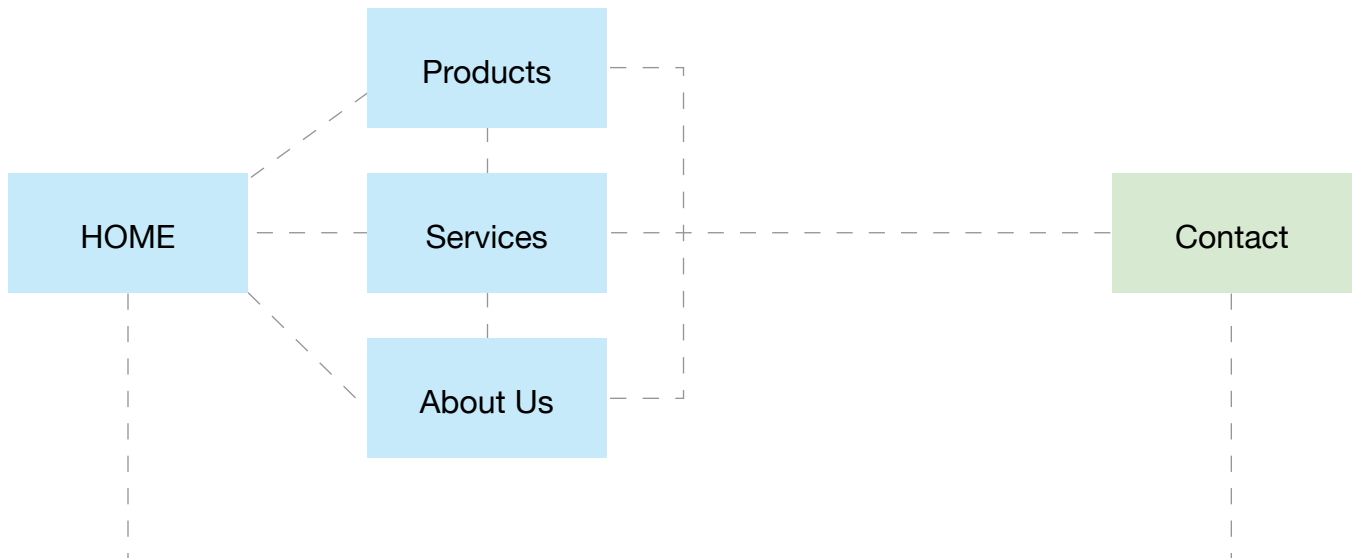




Persona 1

A middle-age man, roughly 40-50, in a management level position. He would be visiting the web site to learn more about our organization to determine whether we have anything to offer them beyond their current distribution/services channels or to solve a specific problem/challenge. His organization would be in a new industry – wireless, broadband cable, utility, or data center – and have very little knowledge of the vast capabilities of [our company]. An ideal result from this inquiry would be that this person contact [our company] and request more information with a high level of interest established.

Start:



Goals:

- Contact KGP
- Request Info



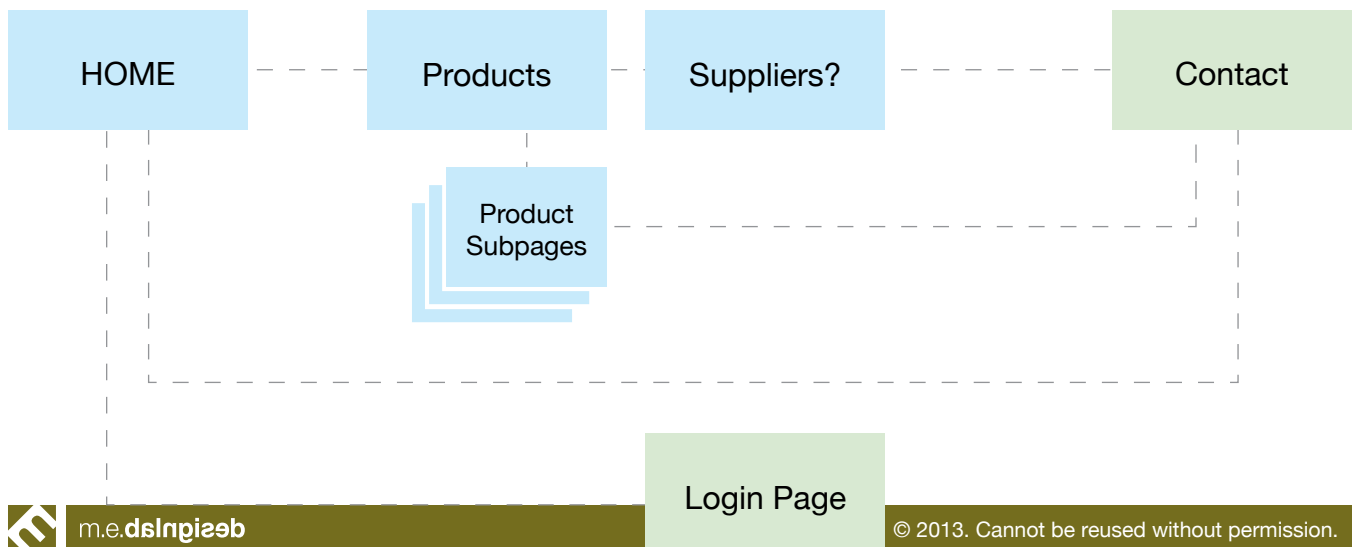
Persona 2

A male local technician, roughly 25-35 years old, with limited authority. His primary responsibility is to ensure he has the right products on his truck for the jobs he has scheduled in his local territory. Or, a female procurement agent, roughly 20-30 years old, with limited authority. She typically purchases product that is specifically specified in a job requisition. Her primary goal is to find available product at the best price and will sometimes be swayed to purchase alternate items, if same form, fit and function, if she can save the company money or meet the project deadline. Both people do not have authority to make major product decisions and typically have spending limits. An ideal result from this visit to the web site would be to login easily, find the information needed, and potentially capture additional business—ease of use.

Start:

Goals:

- Easy Login
- Find Information
- Ease of Use





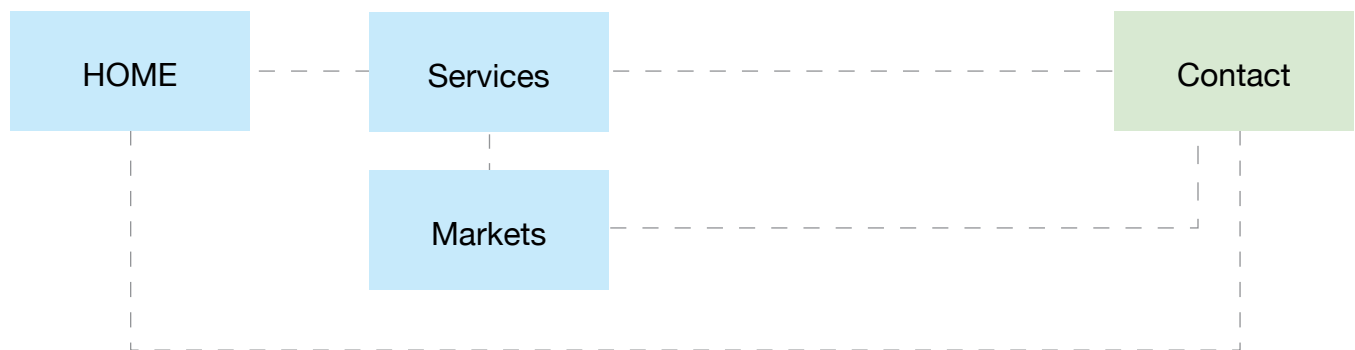
Persona 3

A male director, general manager, or owner, roughly 45-60 years old with complete authority to make purchasing and technology decisions. He will be driven to the site to approve technician purchasing requests, reporting, or general inquiries. He would typically skip the front-end of the web site and immediately login unless something new catches his attention. An ideal result from his visit to the web site would be ease of use for the functional reasons for the visit but more importantly to introduce him to a new capability that he may not be aware of in the process and prompt him to contact his local sales representative.

Start:

Login Page

- or -



Goals:

- Ease of Use
- Introduce New Capabilities
- Contact KGP



Persona 4

An existing customer, male between the ages of 40-50, that has a strong legacy with or knowledge of [our company] or one of our preceding companies. He may have a interest in expanding into new markets (wireless, broadband cable, data centers) and would be visiting the web site because it's a standard distribution channel. His knowledge of many of the capabilities of [our company] beyond traditional pick, pack, and ship services may be limited. An ideal result from this exposure would be a strong interest in additional products, services, and capabilities followed by a call to his local sales representative or call to inside sales.

Start:

Goals:

- Additional Products, Services and Capabilities Interest
- Contact Local Sales Representative or Inside Sales

