

PERSONAS



Corporate

Persona 1

I know what I need (models / music) for my corporate event and want to find it fast. I am busy with work at my business and have little time to explore the website



Coordinator

Persona 2

I'm a professional and it's my job to put together an event. I gather ideas together based on my budget.



Bride

Persona 3

I'm planning for my wedding. I'm figuring out what I like and am gathering ideas.

SITEMAP

We can organize the website by either:

1)

Event type (show entertainment packages for each event):

- Tradeshow
- Users group
- Company Party
- Wedding

2)

Service

- Music
- Models
- - Male
- - Female
- - Painted Models
- - Concierge / Hostesses
- Dancers
- Acrobats
- Magicians
- Impersonators

#1 helps Personas 2 and 3

#2 helps Persona 1's objectives

Events typically use the same services, so it would be a good user experience to have services pre-selected for them.

This could potentially help upsell items for MRS-Events, by showing users more services that compliment each other at an event.

We will focus more on Persona 1 and 2

VERSION 1

A Web Page

← → ↻ ☰

[Talent](#) | [About](#) | [Contact](#)

Entertainment for your event

Party

Tradeshow

Wedding

Talent

Music

Models









Dancers

Impersonators









Magicians

Acrobats

We also offer costume rentals... Below this line will be the same for both versions



Our recent events



About us

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Contact us

Your inquiry

□

□

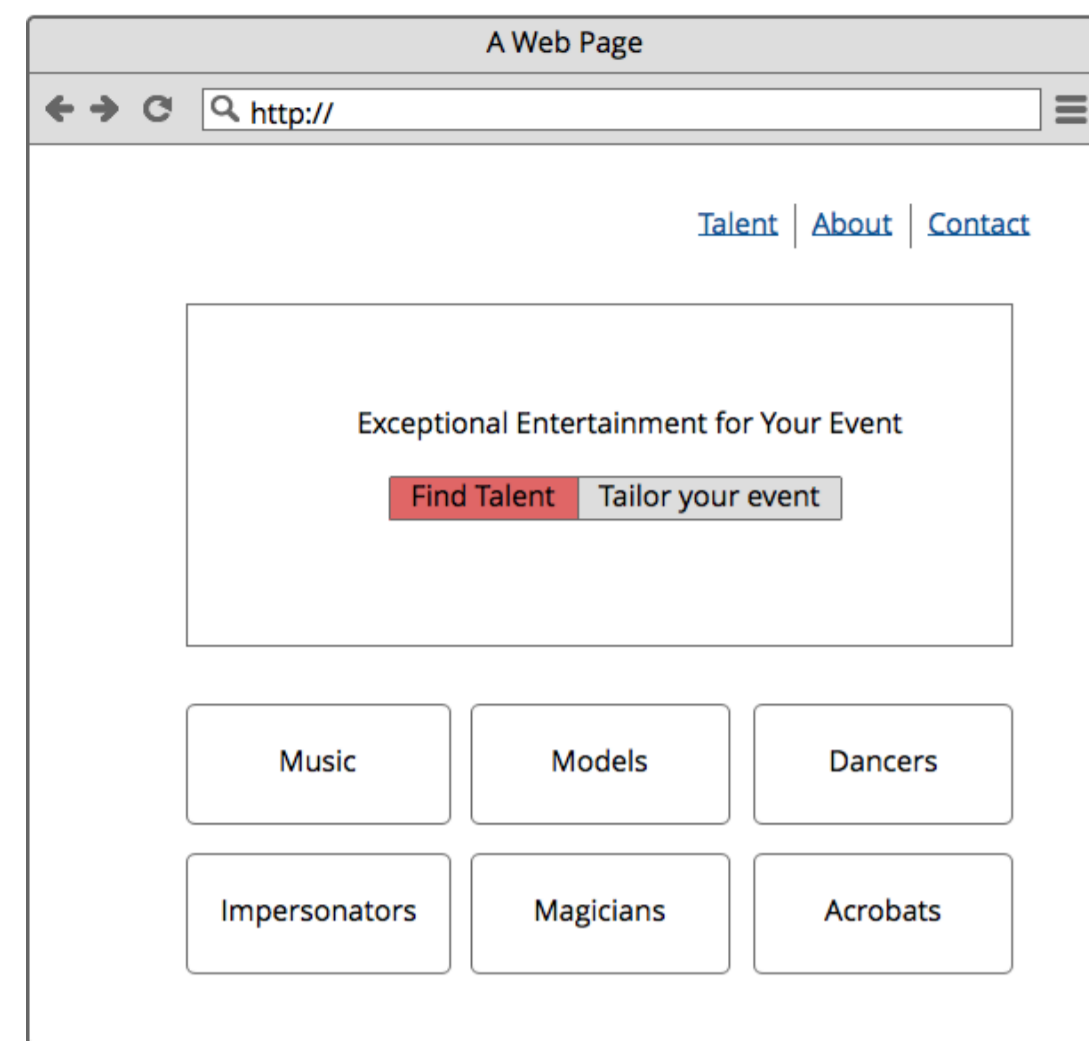
□



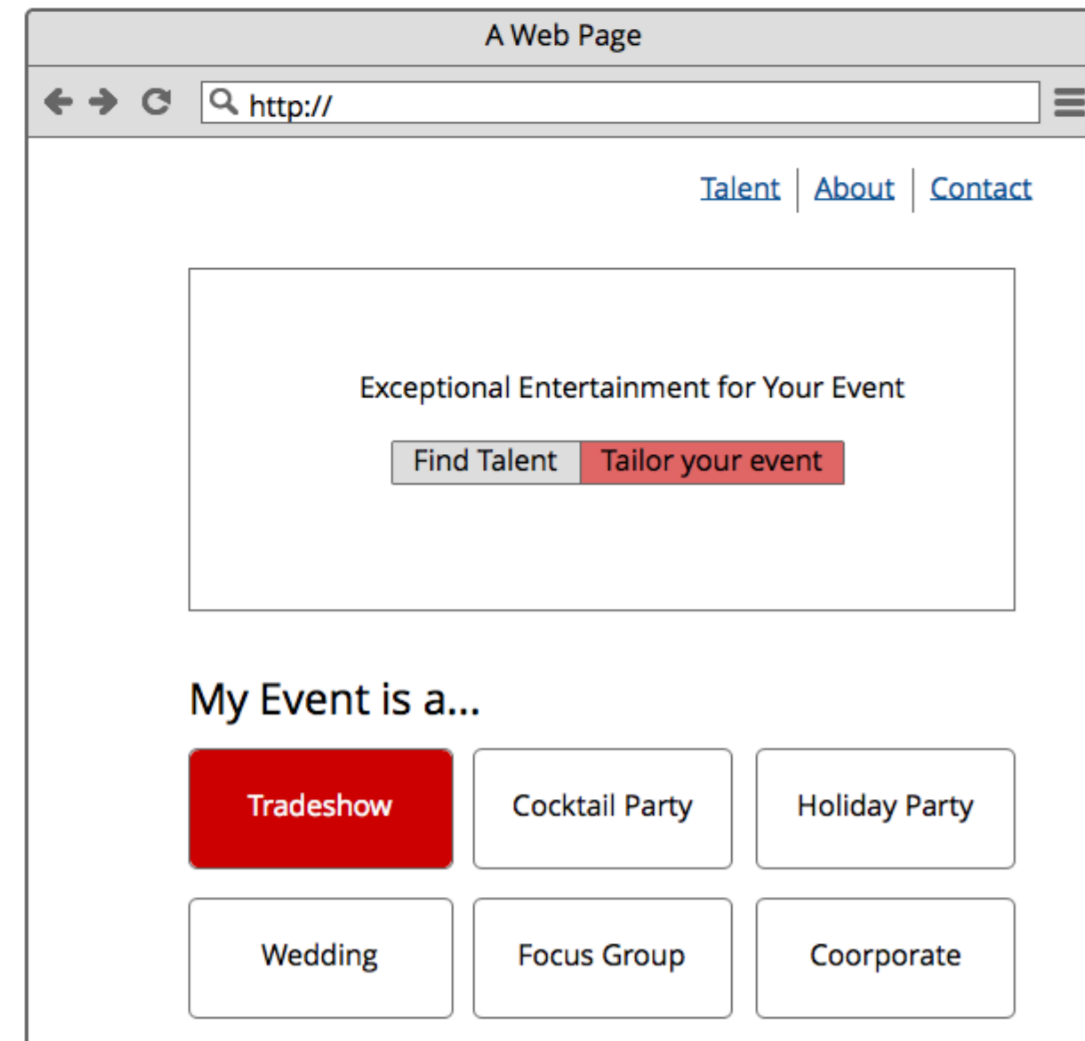
Partner Partner Partner

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When user selects "find talent"

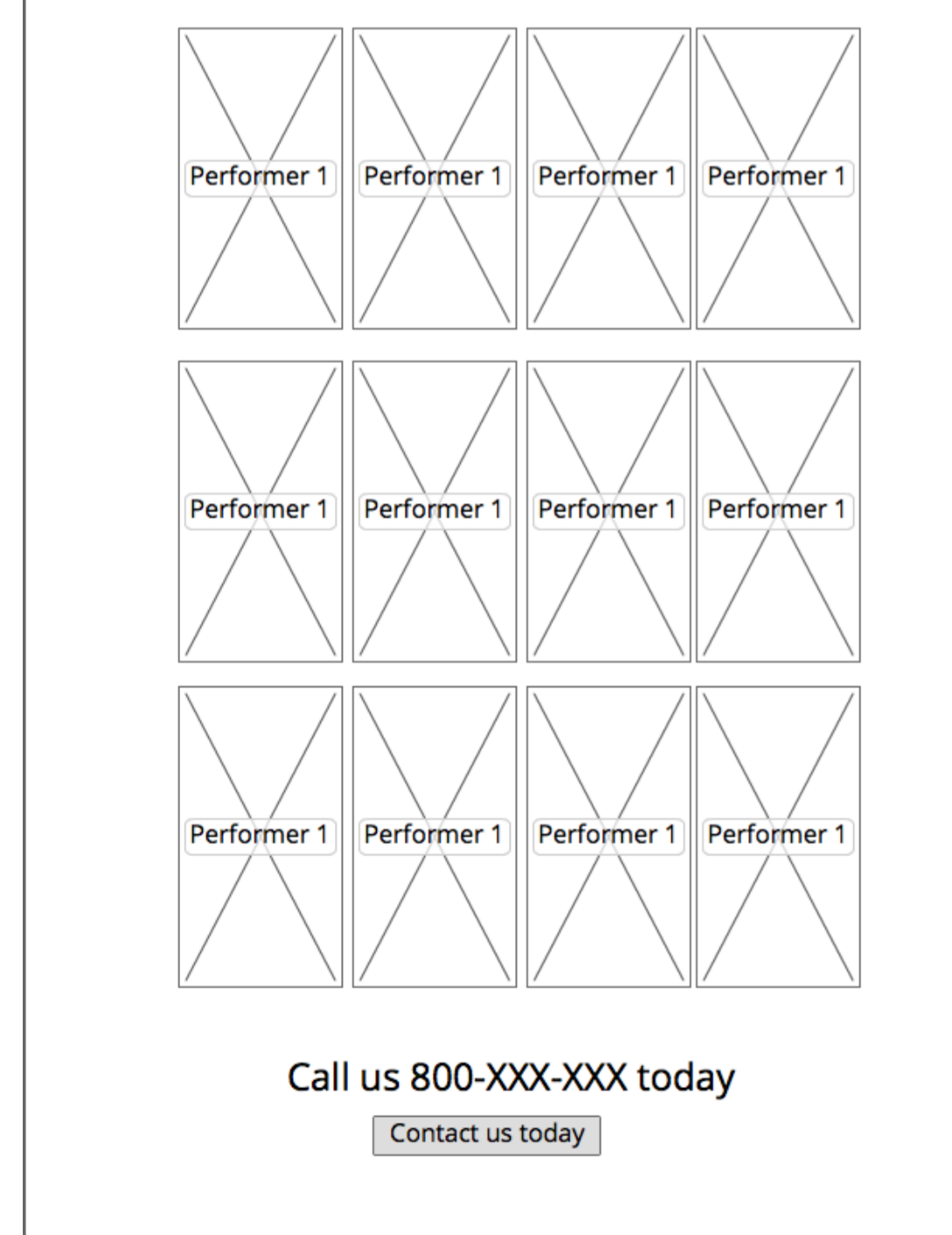


When user selects "tailor your event"



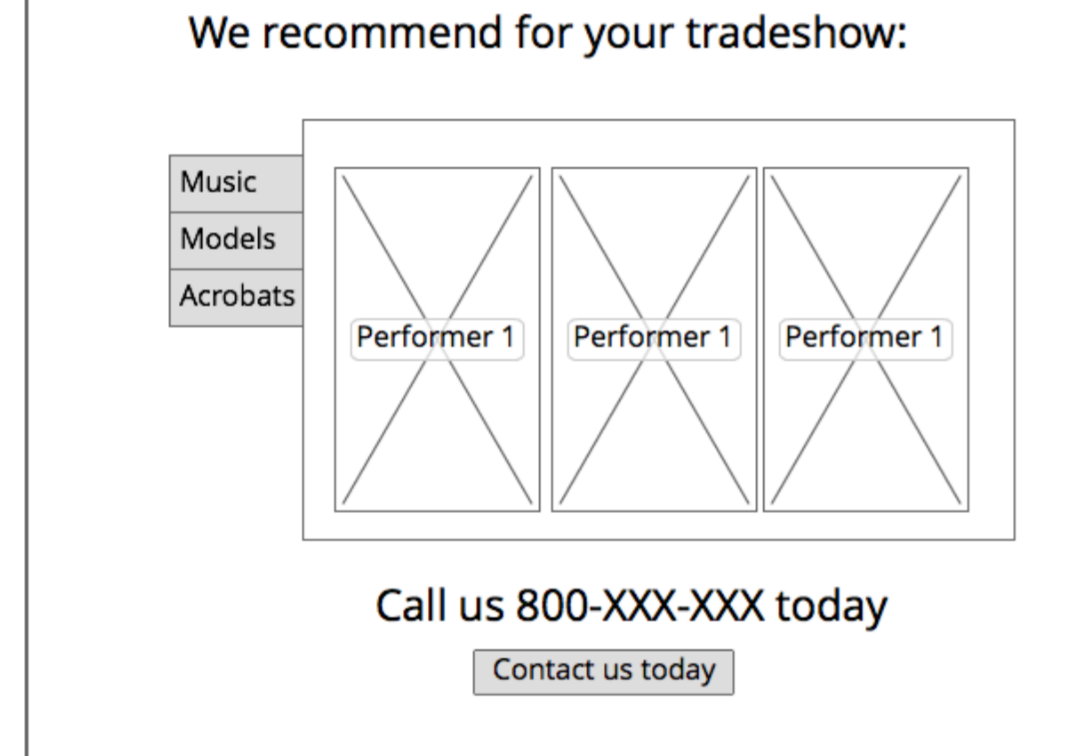
Maybe provide an e-commerce experience with booking talent?

When user selects Talent, below appears:



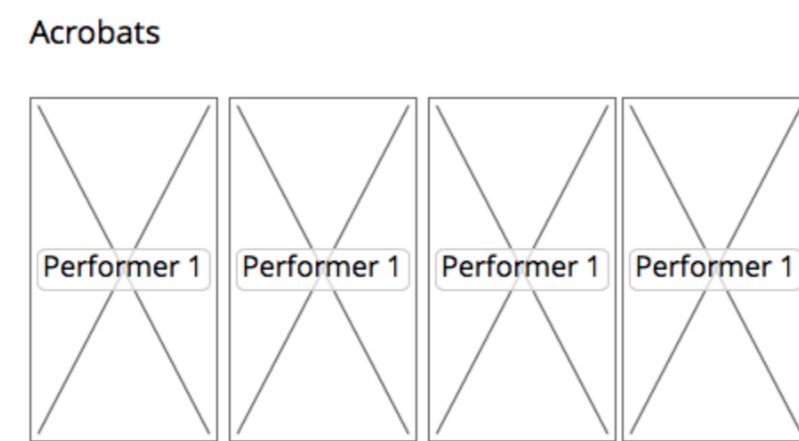
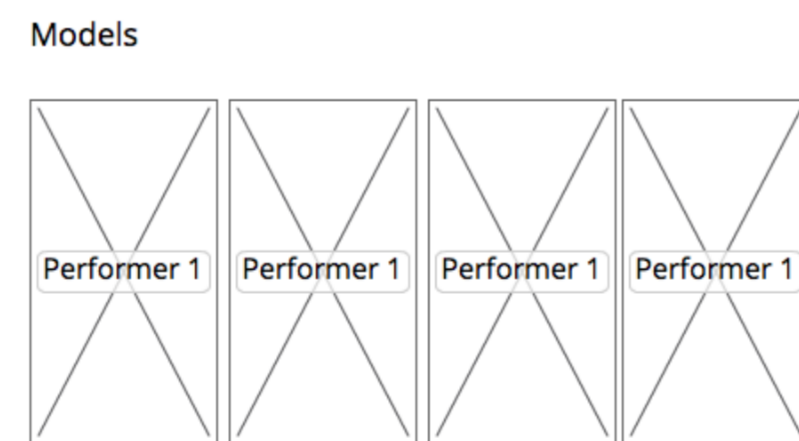
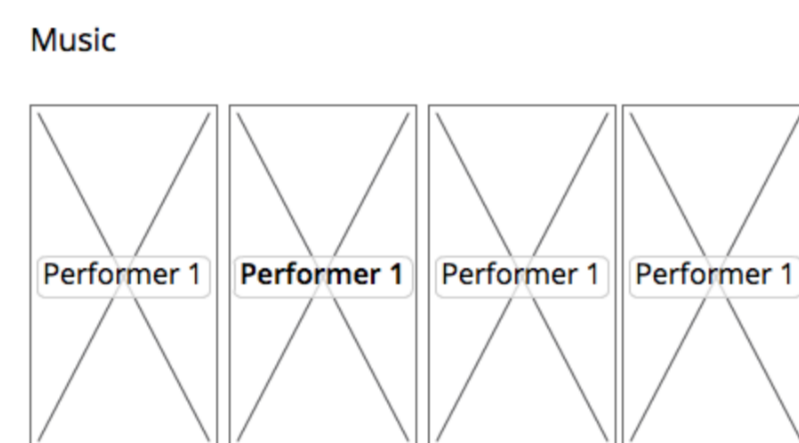
Layout 1

When user selects event, below appears:



Layout 2

We recommend for your tradeshow:

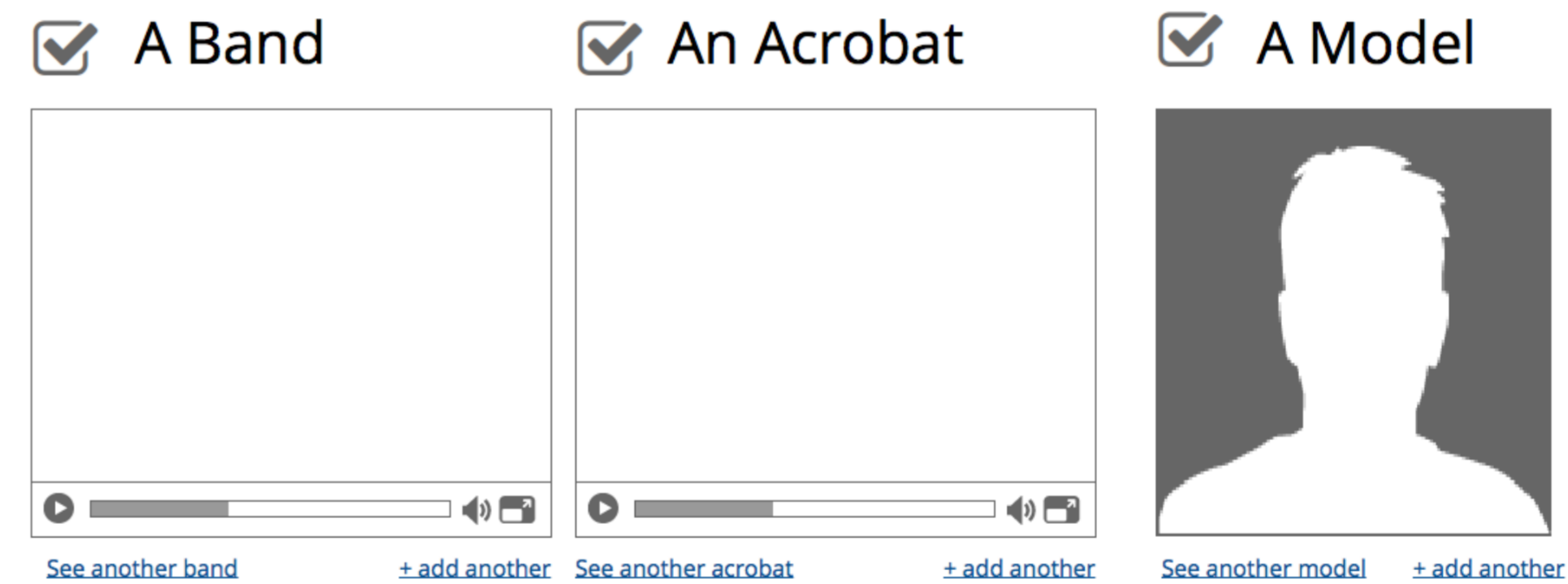


Request / Book

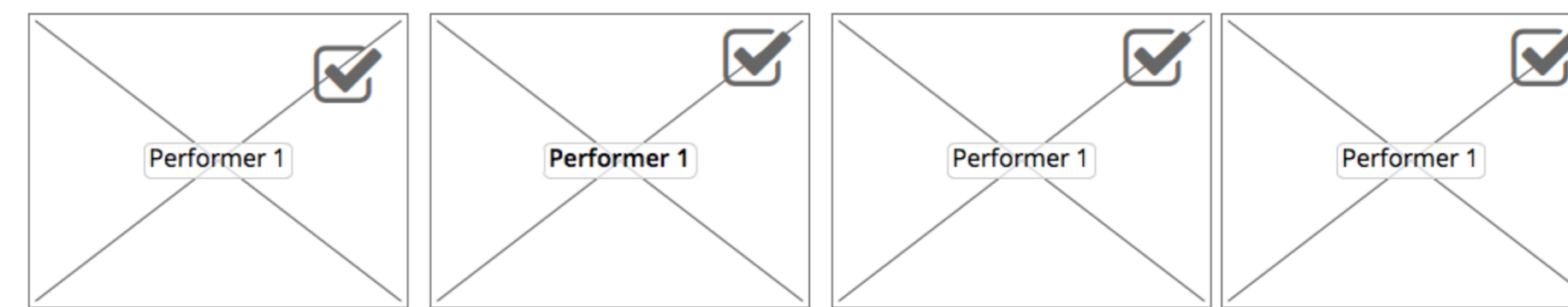
Call us 800-XXX-XXX today

Contact us today

Layout 3



When user selects "See another ..." then the below appears:



Request / Book

Call us 800-XXX-XXX today