



Kung fu Essentials User Needs

Name: Kung fu Louie

Age: 32

Occupation: Martial artist and Security guard

Family: Married with two sons

Income: \$60,000/yr

Personal Profile: Kung fu Louie is a martial artist fanatic and regularly checks online for martial arts community forums. Louie loves to chat with other martial artists and give his input on certain techniques, styles, and tournaments. Louie also checks online to buy mass amounts of martial arts supplies whether he needs them or not, his wife hates it when he buys all this training gear but never uses it. Louie loves to purchase uniforms, weapons, training gear, equipment, and ointments.

Internet Usage: Kung fu Louie uses the internet on the regular bases. Louie checks his email, updates his status on facebook, tweets, makes purchases online, pays his bills online, goes to forums and makes comments.

User Goals: Kung fu Louie would use Kung Fu Essentials website to make purchases of martial arts products. Louie would also search the site to see what is happening in the martial arts community with the latest tournament, tutorials, guest speakers, and available self defense classes.

Wants & Needs: Kung fu Louie would want to see pictures of the products available along with specifications such as length, width, weight, durability, and material. Louie would also like to see a description of the product along with customer reviews. A FAQ section would help Louie with the ordering process and any other questions he may have about ordering from Kung Fu Essentials.