# Personas 7145763331_577f657a11_q.jpg

## Persona 1:

**Name:** Jack Nicholson

**Age:** 28

**Gender:** Male

**Religious views:** Atheist

**Culture Group:** Caucasian

**Occupation**: Car salesman

**Knowledge and Skills:** Car collector, racing enthusiast, and sim racer.

**Goals and Motives:** To get a list of popular race tracks in Europe for his trip.

**Approach to using the sight:** Is very familiar with sites like this, and a casual user.

**Device:** PC

**Browser:** Chrome

**Computer expertise:** Expert

## Persona 2: 4917245818_dc3cd6230e_q.jpg

**Name:** Jill Madison

**Age:** 22

**Gender:** Female

**Religious views:** Christian

**Culture Group:** Latina

**Occupation**: Hair dresser

**Knowledge and Skills:** Shopping, youtubing, traveling

**Goals and Motives:** To prepare a trip for her race loving boyfriend.

**Approach to using the sight:** Is very familiar with sites like this, and a one time visitor.

**Device:** Windows 7

**Browser:** Opera

**Computer expertise:** Intermediate

## Persona 3: 16515543001_3ee2bde047_q.jpg

**Name:** Ivy Johns

**Age:** 60

**Gender:** Female

**Religious views:** Christian

**Culture Group:** Indigenous

**Occupation**: Retired teacher

**Knowledge and Skills:** Car restoration

**Goals and Motives:** To prepare gather some historical info about a car she is going to restore.

**Approach to using the sight:** Is unfamiliar with websites like this and computers in general. Plans on being a frequent visitor

**Device:** Windows 10

**Browser:** Edge

**Computer expertise:** Very new beginner

## Persona 4: 6349891663_ec61fa46f7_q.jpg

**Name:** [Manahil](http://www.names4muslims.com/name/manahil.html) Kimbalak

**Age:** 30

**Gender:** Female

**Religious views:** Islam

**Culture Group:** Arab

**Occupation**: Art dealer

**Knowledge and Skills:** racing, racing history, car collection

**Goals and Motives:** To get some more knowledge on the sport, and too read up about a historic race car she is planning on purchasing.

**Approach to using the sight:** Is familiar with sites like this, and will be a frequent visitor.

**Device:** Linux

**Browser:** Chrome

**Computer expertise:** Expert

## Persona 5: 24688777570_bbda968387_q.jpg

**Name:** Lewis Macklin

**Age:** 40

**Gender:** Male

**Religious views:** Hindu

**Culture Group:** Indian

**Occupation**: Car dealership owner

**Knowledge and Skills:** Car repairs, car racing, race evaluation

**Goals and Motives:** To evaluate some historic races

**Approach to using the sight:** Is unfamiliar with sites like this, but is a fast learner. Will be a frequent visitor.

**Device:** Windows phone

**Browser:** Microsoft Explorer

**Computer expertise:** Beginner

## Persona 6: 7037075759_1ba9af7c9b_q.jpg

**Name:** Jack Chan

**Age:** 22

**Gender:** Male

**Religious views:** [Confucianism](https://en.wikipedia.org/wiki/Confucianism)

**Culture Group:** Chinese

**Occupation**: Law student

**Knowledge and Skills:** Car enthusiast

**Goals and Motives:** To gain some knowledge of the famous race tracks, and too look into the history of racing.

**Approach to using the sight:** Is familiar with sites like this. Will be a frequent visitor.

**Device:** iPhone

**Browser:** Safari

**Computer expertise:** Intermediate

## Persona 7: 10987998396_5a2539f496_q.jpg

**Name:** katherine Doe

**Age:** 29

**Gender:** Female

**Religious views:** Darwinism

**Culture Group:** Caucasian

**Occupation**: Retail manager

**Knowledge and Skills:** Car racing, car event organizer.

**Goals and Motives:** She is planning to host a historic event at one of the famous race tracks but would like to know more info about it.

**Approach to using the sight:** Is unfamiliar with sites like this, is a timid web user. Will be a frequent visitor.

**Device:** Macbook OS X

**Browser:** Safari

**Computer expertise:** Beginner