

# Ralph

Teacher



## Background

- 57 / Male / California / Married w/ 2 kids
- Average computer experience
- College educated

Ralph visited Fair Oaks Farms in 2010 and has since regularly purchased cheese from their online store during the winter holiday season. He usually purchases a set of cheese for himself in addition to a gift set for his brother in New York City. Occasionally he purchases a small batch of cheese for himself during the spring.

Since Ralph is a high school science teacher and often experiments with new technology, he's considers himself pretty familiar with internet-enabled devices. He mostly uses his iPad for browsing the web, but sometimes uses his smartphone for checking email and light web browsing. He also owns an older notebook computer, but he rarely turns it on these days.

The most important concerns that Ralph has when shopping online is ease of use and security. He's easily frustrated when a shopping experience doesn't go as expected, and in the back of his mind, always wonders how safe his information truly is. Although he's done business with Fair Oaks Farms in the past without any problems, he's more confident about his overall transaction when the shopping process is designed professionally, securely, and makes everything easy for him.

## Tasks

1. Browse the product catalog.
2. Purchase products online for himself.
3. Purchase products online as gifts for multiple individuals with separate shipping addresses.
4. Inquire about returning a product.
5. Check on the shipping status of an order.
6. Manage account settings.
7. Subscribe to newsletter.