Class/Group: Business owners

Personas:

1. Business owners that knows about multimedia

* Further explain how multimedia works and work with their ideas to create a more understanding platform that they can use to make their businesses expand.

1. Business owners that doesn’t know anything about multimedia

* Explain the purpose of multimedia and how it can help them expand their profit and how they can make use of multimedia as a tool to help them sell their products.

1. Business owners that knows a little about multimedia and wants to learn more

* Help them analyze and understand multimedia more and expand their knowledge of it so they can make their use of it more appropriate and successful.