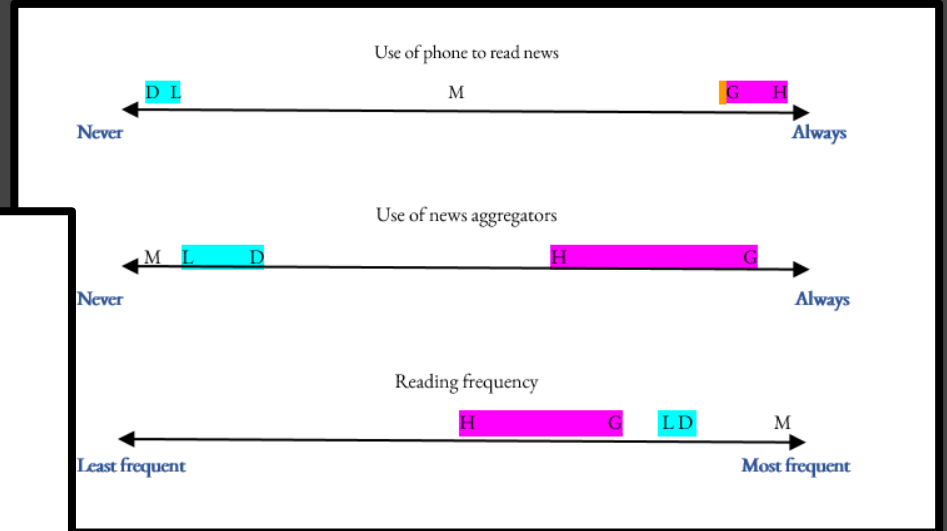
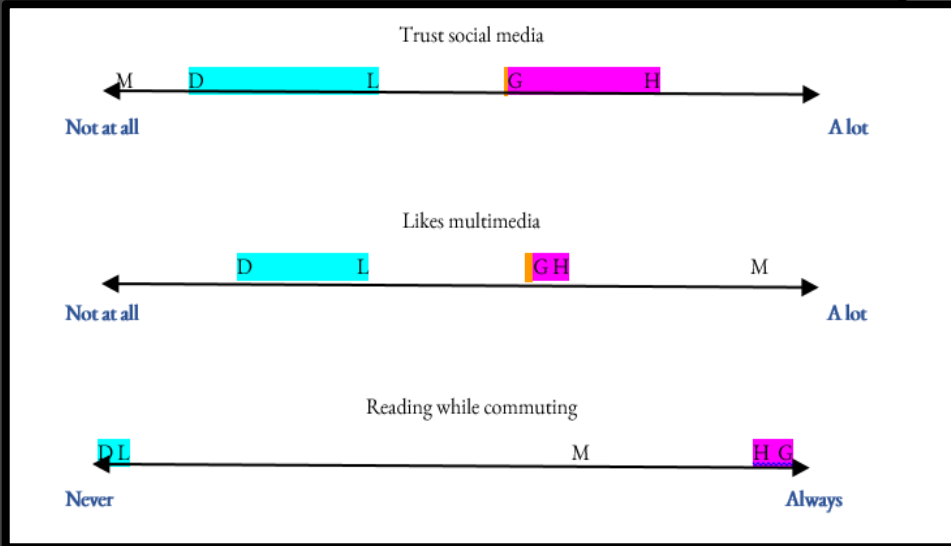




Procedures & Analysis

Persona Spectrum





Procedures & Analysis

Developed 2 personas based on interview data

Martin Lee



Nothing would ever dissuade me from reading news online.

Age: 38
Gender: Male
Education: PhD
Occupation: Business manager
Ethnicity: Korean
Location: Chicago
Income: 116K
Technology Usage: Uses standard web browsers on his PC, laptop and sometimes tablet

User Story

Martin has been living in Chicago for a year. He studied business and he a famous company. He is very busy during the week, but he always wants of the latest news. Regardless of his busy schedule he reads news multiple day at his office. He is interested in sports, business and technology article he reads about business.

The content of the news and the writing is very important to Martin. He news from New York Times with a paid-for subscription to get news content higher-quality writing.

Goals

- Finding a good website for local news
- Saving trees by consuming less paper

Key Characteristics

- Reads news online frequently
- Doesn't use any new aggregator to find news sources
- Willing to pay for quality news content

Values & Activities

- Pays for trusted news content with high quality of writing
- Reads news multiple times a day during the week in his office or a quiet place
- Usually doesn't spend much time reading news on weekends
- Reads news about technology and business
- Likes photojournalism and generally prefers multimedia; likes it when there are links to other stories

Frustrations

- Lack of consistency in writing of articles
- Sharing news generates too much noise
- Paywalls are frustrating
- Identifying the news

Taylor Corpman

Persona



I only read news from trusted sources that have years of credit to them.

User Story

Taylor was raised in Chicago. She is a HCI Master student with a part time job as a salesperson. She spends most of her time at school or at work. She commutes via train and reads news on her phone while commuting. This allows her to avoid eye contacting with people around her on the train. She mostly reads news about UX and local news.

During the weekends she usually gets together with her friends and discusses about random subjects. She likes to be the first one in the group to break a trending news so whenever there is something interesting on the news, she reads them word-by-word to narrate it with her friends in details when they meet up.

Goals

- Wants to spend more time reading news
- Attains longer attention span to take advantage of most resources
- Would like to try reading more news sources that have varied opinions on a subject
- Would like to get email alerts: something that helps her get the latest news and updates

Key Characteristics

- Relies on news aggregator technology in finding news content
- Reads news word-by-word
- Opens to different opinions on the same subject

Values & Activities

- Doesn't trust any social media platforms but will read news from some of them
- Uses news aggregators as a major way of finding news to keep her options open
- Reads news 4 times a week on phone while commuting
- Reads news about UX and local news
- Usually share breaking news with her friends

Frustrations

- Irritated by active multimedia because it takes away her focus when she wants to read
- Not being able to watch some videos on her phone
- Bad connection on the train while reading news
- People bothering and interrupting her while reading