

David

ANALYTICAL MOBILE READER, 45

New Orleans, Louisiana

Homicide Detective

College Degree

Divorced

Fluent in English

MOBILE CONTRIBUTION APTITUDE

Unaware	Reluctant	Limited	Confident
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Doesn't know it's possible

Uncomfortable or afraid

Would only edit existing content

Will add new content

DEVICE AND PLATFORM



iPhone 5S
Wikipedia App
16GB Memory

GOALS ON MOBILE

- Learn about new topics or topics that he's forgotten about through the app home screen
- Pass the time at work

CHALLENGES ON MOBILE

- Is in the habit of only using one or two things on apps and doesn't know the full breadth of functionality
- Doesn't feel like a content expert
- Has been using the app for so long that he's not always sure if he's viewing articles in the app or on the browser

MOBILE CUSTOMIZATION DESIRES

- Customizable app homescreen to show him new content based on things he's previously read



ABOUT DAVID

David has had an iPhone 5S for the past five years and hates the idea of getting a new phone. He hates relearning how to use interfaces and likes the comfort of having things exactly where he expects them to be. When he downloads new apps, he tries to find the best parts and will learn how to use them efficiently.

David is a homicide detective and spends long hours on patrol. He is constantly reading as a way to pass the time. When he runs out of things to read, David will turn to the Wikipedia app to find new topics to explore. It has become a habit of his to open the Wikipedia app to read the “On This Day” and “Randomizer” articles. He often gets lost in content and “rabbit holes” into various topics.

“ I really don't know what I'd do without Wikipedia anymore.

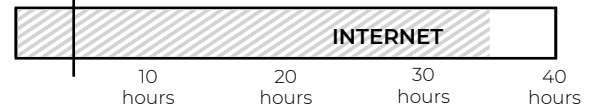
David has also found himself using Wikipedia to learn about topics that come up daily at work. Sometimes he needs to know about the chemical structure of a specific drug found during a case or information about a building's history during a stakeout.

While curious about a breadth of topics, David has never felt like a subject matter expert on any one thing. He trusts Wikipedia content and believes that panels of experts curate and monitor content to make sure what he's reading is true. He's been using Wikipedia for so long that he's happy to place his trust in editors across the globe.

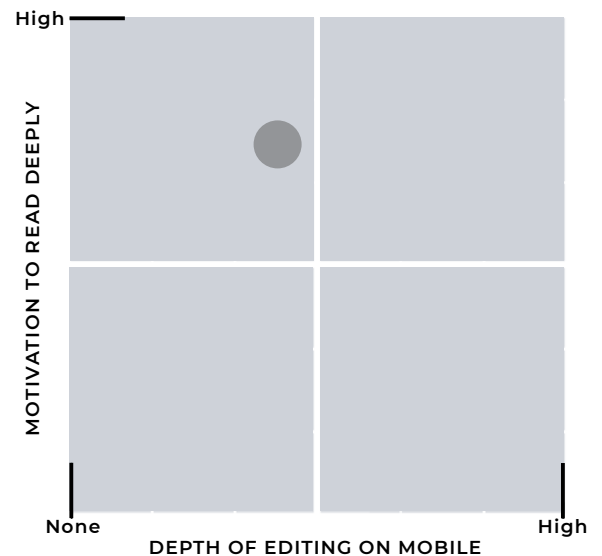
At times, David has noticed grammatical errors in articles he's reading. He's corrected such errors on articles before but only on his laptop at home. Because his use of the app is so focused, he's not aware that editing is even possible in the Wikipedia app on his phone. He leaves errors knowing that the panel of editing experts at Wikipedia will probably quickly find and correct them.

WEEKLY MOBILE USAGE

WIKIPEDIA



BEHAVIOR MATRIX



BUSINESS OPPORTUNITIES

- Encourage more frequent editing
- Create an awareness of other small editing behaviors
- Convert them to become an advocate of Wikipedia