Ashley

SPORADIC MOBILE READER, 27

Washington, D.C.
Fashion Stylist and Blogger
Trade/Vocational Training
Single
Fluent in English

MOBILE CONTRIBUTION APTITUDE

Unaware	Reluctant	Limited	Confident
Doesn't know it's possible	Uncomfortable or afraid	Would only edit existing content	Will add new content

DEVICE AND PLATFORM

Pixel 2
Wikipedia App
64 GB Memory Space

GOALS ON MOBILE

· Add content about live or new events to Wikipedia

· Discover fashion inspiration from people, places, and things

· Use images to quickly build content for her blog

CHALLENGES ON MOBILE

· Understanding the context and information related to images in Wikipedia

· Lacks time to read and therefore only scans content briefly

MOBILE CUSTOMIZATION DESIRES

· A better way to track an article's editing history and see editor credentials

WIKIMEDIA
FOUNDATION

ABOUT ASHLEY

Ashley recently upgraded her device to a new Pixel 2. As a stylist and fashion blogger, Ashley needs to have latest technology and prides herself in keeping up with trends and promoting herself to her social media followers. She's always on the go and constantly has her phone in-hand.

Ashley loves to read but doesn't have much time due to her busy work schedule. She often finds herself saving articles on the Wikipedia app using the "Save for Later" feature. She has deeply explored the app and loves that she can customize the home screen, which allows her feed to reflect her topics of interest. Her favorite thing about the app is the "Nearby" feature which she utilizes when she is traveling in a new country or city.
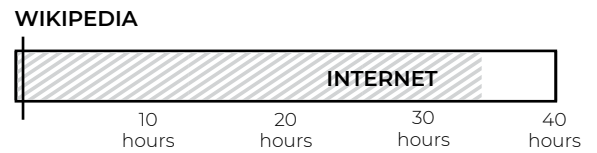
Always posting to update her followers, Ashley has gotten into the habit of live streaming and reporting on current events of which she is a part. She usually contributes images, captions, and/or one or two sentences to an event's Wikipedia page. While attending a recent march in D.C., she used her phone to update the march's Wikipedia page, particularly regarding the celebrities and political figures who were in attendance or speaking.

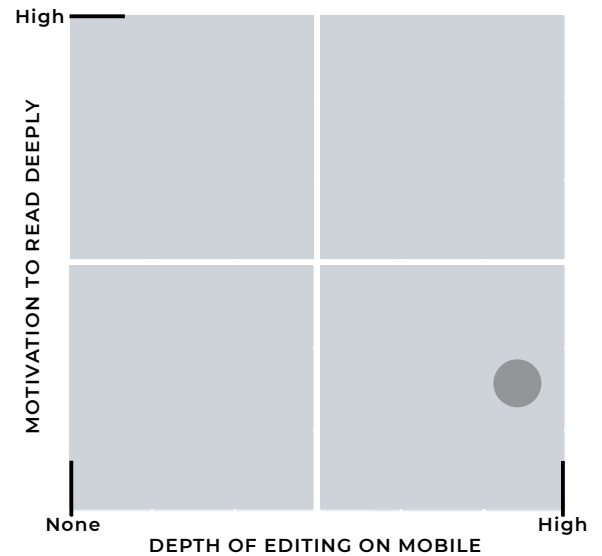> **If there's breaking news and the article hasn't been updated, I'll bring it up to date.**

Ashley almost entirely trusts Wikipedia content. She knows anyone can edit and assumes her contributions are always accepted, but never goes back to check.

Her only pet peeve about Wikipedia is that she wishes that she could quickly change photos in existing articles that she feels are outdated or of poor quality.

WEEKLY MOBILE USAGE

WIKIPEDIA

INTERNET

10 hours   20 hours   30 hours   40 hours

BEHAVIOR MATRIX

MOTIVATION TO READ DEEPLY

High

None — DEPTH OF EDITING ON MOBILE — High

BUSINESS OPPORTUNITIES

· Drive them to make deeper edits of ephemeral content

· Encourage them to edit evergreen, related content

· Make them evangelists of Wikipedia

· Draw them deeper into the Wikipedia community

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