

Sultana

ARGUMENTATIVE ONLINE EXPLORER

Age 30, Female
Marketing Manager
Chandigarh
Married

Language

Speaks - English, Urdu, Hindi
Reads - English

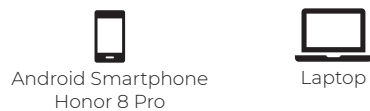
TECHNOLOGY COMFORT LEVEL

Low	Comfortable	Very	Extremely
Sometimes needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

WIKIPEDIA USAGE



DEVICES USED



GOALS

To be well-informed about current political issues and different topics of interest covering the world around her

- To back up her arguments and prove a point during discussions
- To research on work projects

CHALLENGES

- Unclear understanding of content creation and contribution on Wikipedia
- Challenging to read some articles as they are too exhaustive and long



ABOUT SULTANA

Sultana, a Marketing Manager, lives with her husband in Bangalore. Both of them use individual Android devices and laptops. Saba likes to read up on news and current affairs online, and is interested in politics, history and cinema. She is curious about what is happening around her and continuously searches for engaging content. She mostly consumes written information, but also watches Youtube videos. At work, she uses her laptop; while travelling, she uses her phone.

While travelling, mobile data is never a concern for her. She still saves interesting Youtube videos to watch offline later. She also downloads and saves work-related pdfs on her phone.

“ The organization (Wikipedia) should edit it time-to-time, the editing part should be with them, and not the users.

Sultana often lands on Wikipedia while researching interesting topics on Google. She cross-checks facts on Wikipedia to prove a point during discussions. Sultana is aware about the Wikipedia app, as she discovered it on the Play Store. After using it for six months, she uninstalled the app due to her limited usage and since she couldn't find any additional benefits over a Google search - which anyway leads her to Wikipedia .

Sultana finds the 'Edit' option on Wikipedia worrying, since she feels that the quality of information can be compromised if anybody is allowed to modify content. She believes that the Wikipedia content is authored by the Wikipedia team. Sultana feels that a 'Suggest' option will work better, where users can suggest modifications, which the Wikipedia team can then either accept or reject. On Wikipedia, Sultana only explores unfamiliar topics that she wants to learn more about - hence, she hasn't used the 'Edit' option. Moreover, the thought of changing a valid fact erroneously and thus impacting millions of readers scares her.



Caption Goes Here



Caption Goes Here

