

# Marcos

## PRECISE MOBILE READER, 31

West Miami, Florida

Paralegal

Some College, No Degree


Married, One Child

Fluent in English and Spanish

### 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

 iPhone 7  
Chrome Web Browser  
128 GB Memory

 Samsung Galaxy S6  
Wikipedia App  
256GB Memory

### GOALS ON MOBILE

- Find proof that he is right in an argument by using Wikipedia
- Find credible information to back up his research quickly at work

### CHALLENGES ON MOBILE

- Habitually starts a search on web browsers even when looking specifically for Wikipedia content
- Frustrated by having to sort through a long browsing history to recall an article that he viewed
- Dives into editing without knowing limitations or rules and is confused when his edits are rejected

### MOBILE CUSTOMIZATION DESIRES

- A better way to save articles so he can quickly reference past resources



## ABOUT MARCOS

Marcos has both the iPhone and Samsung Galaxy S6 devices. He has become one of the firm's best paralegals and was issued an iPhone for work. Efficient and driven to excel, Marcos uses his iPhone for legal research and utilizes Wikipedia on Chrome to find legal cases to supports his work. The Samsung Galaxy S6 is his personal device that he uses any time he's not working.

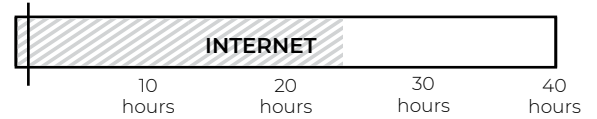
“ When I'm not at work, I use the app for something very quick or high-level. Anything else I would do on the mobile browser.

An avid soccer player and fan, Marcos is a die-hard AC Milan supporter and has become a subject expert surrounding any and all things soccer. Competitive by nature, Marcos loves to be right and is not afraid to voice his opinion. During heated arguments (usually about player statistics), he will quickly use the Wikipedia app on his Android to defend his points. Wikipedia has often helped Marcos win arguments and he trusts the content entirely. He mainly downloaded the app to have quick access to trusted information in his back pocket.

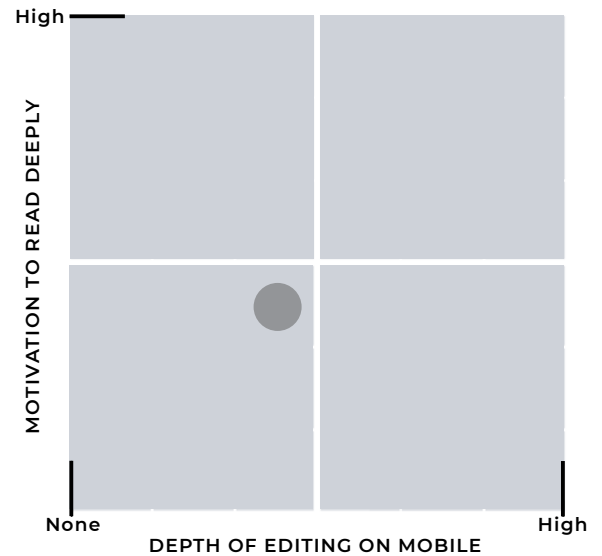
Since he's looking up players constantly, Marcos is immediately aware when information about players is incorrect. While watching an AC Milan match on TV, Marcos absentmindedly navigated to the Wikipedia page for his idol, Gianluigi Donnarumma. He noticed an incorrect factoid and sought out the editing interface on the Android app to fix it. He found the process confusing and overwhelming, but managed to submit an edit. But, while he watched, the change was rejected almost immediately. Frustrated and not understanding the full nature as to why this happened, Marcos became nervous about editing on Wikipedia and now keeps his knowledge to himself.

## WEEKLY MOBILE USAGE

### WIKIPEDIA



## BEHAVIOR MATRIX



## BUSINESS OPPORTUNITIES

- Encourage more frequent reading
- Convert from low confidence of editing to confident in editing grammar and/or typos
- Teach and show the user how to edit (editor training)