

Patricia

INVESTED MOBILE READER, 54

Piedmont, California

University Biology Professor

Doctorate

Married, Three Children

Fluent in English, Proficient in Dutch

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

 LG G6
Wikipedia App
32GB Memory

GOALS ON MOBILE

- Read content written by academics about topics that relate to her work
- Ensure information is always accurate
- Find sources and citations quickly to confirm credibility

CHALLENGES ON MOBILE

- Hard time seeing small text on her device
- Overwhelmed when a new tab opens for each article that she reads in the app, so it's hard for her to sift through the tabs and recall articles

MOBILE CUSTOMIZATION DESIRES

- Ability to be able to change the font to something easier to see because of her visual impairment



ABOUT PATRICIA

Patricia owns an Android LG G6. She is intentional about her phone use and rarely uses it extraneously. As a busy professor at UC Berkley, you'll find Patricia either grading student work or preparing a lab for her students in her free time.

Patricia is an advocate of natural science and is therefore constantly learning. She is an expert in evolution, genetics and cell theory and is revered in her department. As the evolution of species is on the forefront of Patricia's work, she can't help but draw correlation to the evolution of the internet and its ever developing nature.

She enjoys the idea of free information and shares her work publicly any chance she gets. Upon publishing her dissertation, she was contacted by other biologists who were working on similar cellular theories and her work helped validate some of their hypotheses. This encouraged Patricia to share knowledge freely whenever possible.

While some of her colleagues have a distaste for Wikipedia, Patricia finds it to be an incredibly useful tool. Having watched Wikipedia change for nearly a decade, she believes it has developed into a trustworthy resource.

Always curious, Patricia sought to understand Wikipedia and how its content was developed, so she learned a little about the policies and guidelines of adding content. She has added content to Wikipedia from her laptop but has never successfully done so from her phone.

“Editing on mobile could be convenient but it's such a small space.

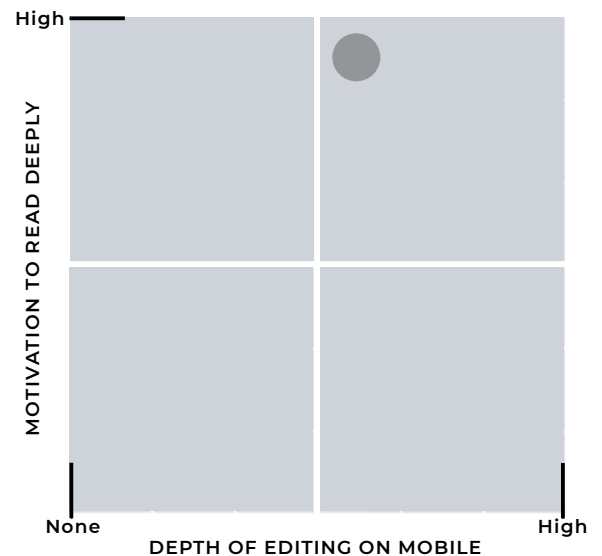
Small mobile screens with even smaller text make it hard for her to review what she's trying to contribute, and while she does occasionally use a screen reader, she finds it too cumbersome to draft large amounts of content on her phone to add to an existing article.

WEEKLY MOBILE USAGE

WIKIPEDIA



BEHAVIOR MATRIX



BUSINESS OPPORTUNITIES

- Encourage to edit on mobile
- Encourage to edit more frequently
- Influence them to teach what they know about Wikipedia to others
- Encourage them to bring new people into the Wikipedia community
- Bring them to full awareness of the editing process