

Reyna

EAGER TO READ ON MOBILE, 20

Minneapolis, Minnesota

Third Year College Student

Student from the Philippines

Fluent in English and Filipino

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 6
Safari Web Browser
32 GB Memory

GOALS ON MOBILE

- Find resources for academic papers, often starting with Wikipedia citations
- Fitting in with her peers by staying up to date with current events and other social drivers

CHALLENGES ON MOBILE

- Has to toggle between screens when using a mobile translator since English is her second language
- Needs to quickly look up various topics to comprehend what teachers and peers are discussing
- Has limited memory space on mobile and rarely downloads apps

MOBILE CUSTOMIZATION DESIRES

- Improved layout on “May Refer To.” and “See Also” pages on mobile for clearer comprehension



WIKIMEDIA
FOUNDATION

ABOUT REYNA

Reyna received an iPhone as a gift from her family when she was accepted to college. It helps her access internet on the go and it's her main form of communication with her family back in Manila. She fills her phone with videos and photos to send to her younger brothers, hoping to inspire them to attend college one day. Because of this, her memory space is limited and she's reluctant to download an app if she doesn't need to.

“ How is the app better than using the browser?

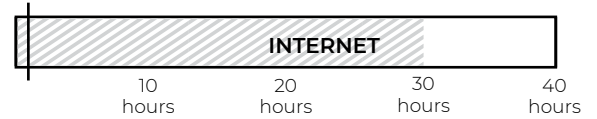
Reyna is the first in her family to attend college and was accepted to Walden University on a full academic scholarship. Wikipedia is often her starting point for academic work, however some of her professors consider it an unreliable source and will penalize her if she cites it. Despite this, Reyna doesn't see any harm in using Wikipedia and its content and sidesteps their warnings by using the sources as her primary means of research.

Motivated to keep up socially, Reyna is constantly translating various topics and terms. She finds her phone extremely convenient and is constantly pulling it out and quickly using Safari to find what she needs in and out of class.

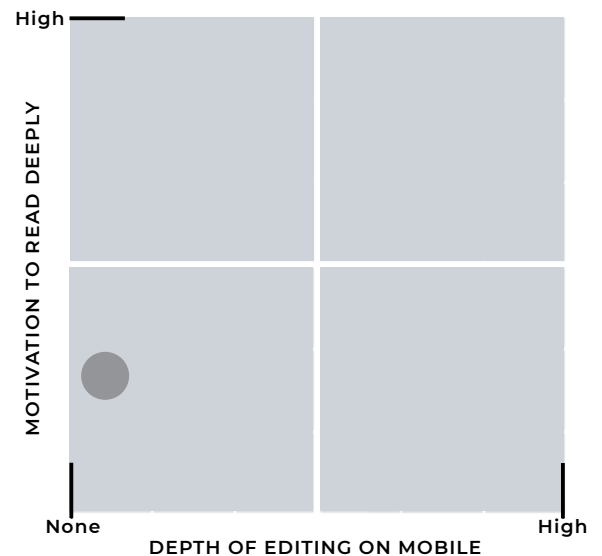
She's accustomed to seeing Wikipedia as a top search result but because her interactions are so quick, she's not always sure if she's on Wikipedia or if she has clicked on another Google result. She just wants an answer regardless of source. Sometimes when using Facebook or other social media sites, Reyna will search "trending topics" and tries to learn "quick facts" to compile talking points to use when around her peers. She's grateful for how easy Wikipedia seems to be and has found, when she's using it, that it has made her immersion into American culture and college life seamless.

WEEKLY MOBILE USAGE

WIKIPEDIA



BEHAVIOR MATRIX



BUSINESS OPPORTUNITIES

- Become a trusted and primary provider of information
- Increase brand awareness by showing the value of Wikipedia
- Drive the user to download the app by making them aware of its features