

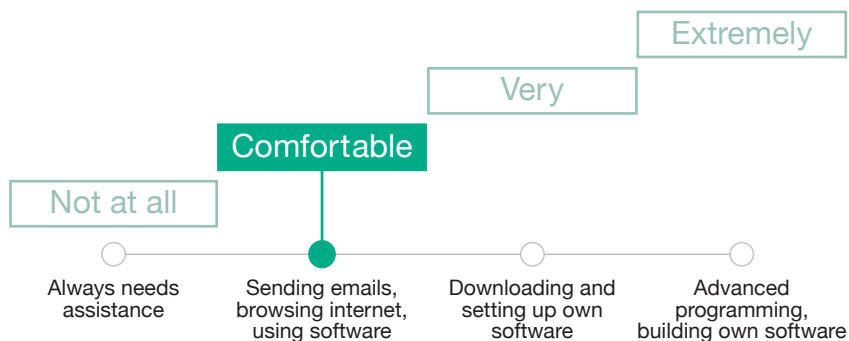
# SANDRA, 46

## Casual Reader

- 📍 Chicago, Illinois
- 📁 Bookkeeper at tax preparation svc
- 🎓 BA from University of Illinois
- 🏠 Single, lives alone
- 🗣️ English



### Technology Comfort Level



### Devices

- 📱 Samsung Galaxy
- 📖 Chromebook
- 📖 Dell PC for work

### Experience Goals

- Find the facts that she's looking for, in as few page loads as possible

### End Goals

- Doesn't really have any with Wikipedia

### Challenges

- When she's searching for information and ends up on Wikipedia, sometimes the facts that she's looking for are on a different page

# About Sandra

Sandra is a 46-year old-bookkeeper who works at a tax preparation service in Chicago. She doesn't use her work computer for personal things, so a lot of her online time is on her phone. During breaks at work, she'll check in with friends on Facebook and Messenger. Outside of work, she goes to pub trivia with a couple friends once a week. She's also in a book club, and she usually reads during her commute.

At various times through the day, she'll look something up on her phone. Sometimes it's related to a conversation she's having on Facebook, or she wants to look up information about the author that she's reading. She also cheats occasionally at pub trivia, sneaking a peek at her phone when nobody's looking. (Please don't tell anybody.)

“ *Why can't the format be the same on every page?* ”

When she's looking for information, she always starts on a Google search. Sometimes the answer she's looking for is in a box on the search results page. If it's not there, she'll click on something from the top of the search results; often, that's Wikipedia.

Sandra doesn't really know much about how Wikipedia is written, or what the connection is between Wikipedia and the box on the Google search results. She's never really given it a lot of thought; she just wants to find the information that she's looking for, and doesn't really care where it comes from.

When she's looking for an author's bibliography, she often ends up on Wikipedia, but sometimes the bibliography is split off on a different page. This is frustrating, and she wonders why they don't have a consistent layout. Why can't the format be the same on every page?



Sandra is very personable; she is always talking up a storm with her friends.<sup>1</sup>



A glimpse into Sandra's everyday.<sup>2</sup>