Wikistories Africa Project Personas

Personas Map

Young Internet Users

Molly, Social butterfly, content consumer

Shantel, Freelancer content creator

Kariuki, Entrepreneur content creator

Internet for learning and for fun

Internet for work

Okechuku, Employed content creator

Jemo, Learner content consumers

Old Internet Users
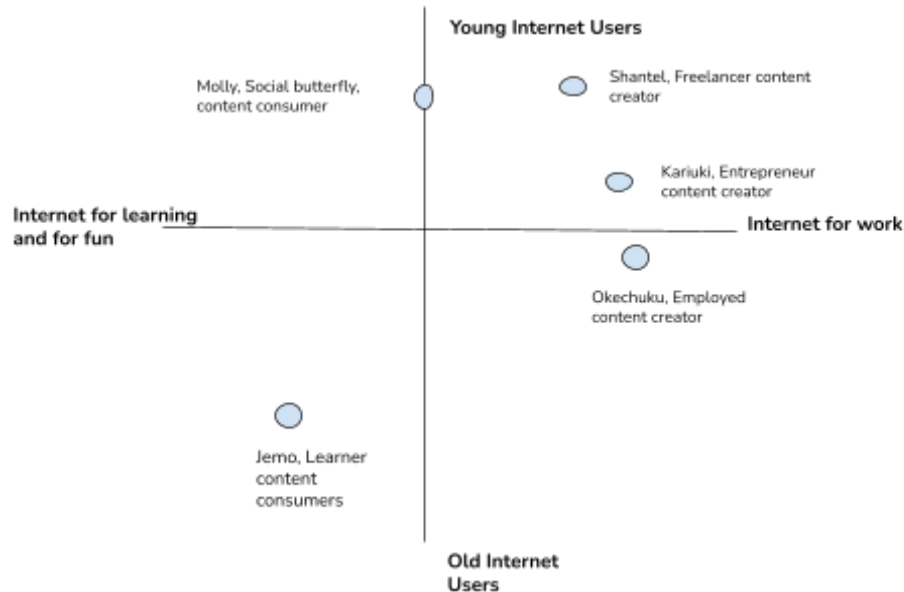
Employed Content Creator
Okechuku

He is employed and his work requires him to create content. His employer provides all the equipment and devices required for content creation.

Freelancer Content Creator
Shantel

She is seriously job searching but in the meantime creates content to earn a living. She is paid by beauty companies to advertise their products. She manages multiple social media accounts to ensure she reaches a wider audience.

Entrepreneur content creator
Kariuki

He has a small business and offers online services to his clients. He uses the internet to sell his products as well as creating brand awareness and identity for his clients. He creates content to earn a living.

The Learner
Jemo

He is a retired man currently tending his farm in the rural area. He owns a smartphone that he mainly uses to receive and make calls. He sometimes uses the internet to access social media to entertain, educate and connect with people. He is not tech savvy, but he strives to learn something new online.

The Social Butterfly
Molly

She is a university student who owns a smartphone. She accesses the internet to work on her assignments as well as entertain herself. She discovers online content by searching on Google. She also gets recommendations from her online networks.
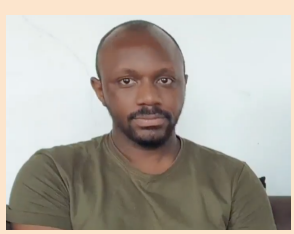
Name: Kariuki	Entrepreneur Content Creator

	Goal: To create online content about his services and products that will impact the community as well as earn him a living.

Demography ♂: Male 29 years 📍: Nairobi, Kenya Single Freelancer Undergraduate	**Background:** Kariuki has an undergraduate degree in marketing and administration. He is a freelancer. He creates brand awareness and identity for his clients. His target audience is between 20-45 years old. They're active internet users and have money to pay for his services. Kariuki taught himself how to create content. He mainly uses his android phone to collect and edit content. Sometimes he uses an old laptop he owns but he says content is well received when sent via phone. He does the content editing at home where he has subscribed for an unlimited data plan. He mainly uses English to create his short videos and text messages. He sometimes sends still images with captions. He uses mobile data while on the move.

Skills: ● Marketing ● Communication ● Content Editing	**Motivation:** He loves sharing information that can impact his audience. He also wishes to make a living through the process	**Platforms:** Instagram Facebook Whatsapp Linkedin	**Challenges** ● High internet cost ● Low storage space ● Small audience ● Cumbersome content editing process ● Limited access to finances which will allow them to invest in equipment for content creation
	Technology: Mobile phone Laptop	**Wikipedia:** Rarely use it. He prefers Google to search for online information. Wikipedia interfaces are unfriendly. Wishes Wikipedia could include functionalities that allows video posting, sharing, and adding. comments	

Name: Shantel	Freelancer Content Creator

	Goal: To earn a living by creating content. She gets contracts with companies to create content through paid promotions.

Demography ♂: Female 31 years 📍 : Cape Town, S. Africa Single Freelancer Undergraduate	**Background:** Shantel has an undergraduate degree in art and design. She loves creating beauty products. She has multiple Instagram and Tiktok pages, one for professional and paid content creation and another for personal content. She is paid by companies to create content. Her target audience is women of colour in their 20s and 30s. Generally she creates short videos, 15 sec-5 minutes long, which she posts on Instagram or Tiktok. She sometimes creates long form content from 10 minutes to 1 hour, which she posts on Youtube. She uses her favourite platforms, especially Instagram, to maintain a connection with the community, answering questions and sometimes having direct conversations with her audience. She uses English to create her content. She has unlimited internet connection at home where she edits her work.

Skills:	**Motivation:** She is motivated by financial incentive and is paid to make content.	**Platforms:** Instagram Tiktok Whatsapp Facebook YouTube	**Challenges**
- Filming - Communication - Acting			- High internet cost - Low storage space - Small audience - Cumbersome content editing process
	Technology: Mobile phone Laptop TV	**Wikipedia:** She knows about Wikipedia,but rarely uses it. She only uses it when looking for facts.	

Name: Okechuku	Employed Content Creator

	Goal: To create academic and motivational content to connect and share knowledge with his target audience. He also hopes the content will impact the community, especially the youth.

Demography ♂: Male 35 years 📍 : Abuja, Nigeria Married Lecturer, Entrepreneur Postgraduate degree	**Background:** Okechuku has a masters degree and is currently working as a lecturer. He also has a business that supplements his income. His work as a lecturer requires him to create content online and share with his students. In addition, he also likes sharing knowledge in the form of academic papers and blogs. He mainly shares his content on Youtube, Facebook and Whatsapp. He prefers these platforms because they allow him to interact with his audience. He creates the content at work where there is unlimited data. He does not have a reliable internet connection at home. He stores his content on the cloud space provided by the institution.

Skills: • Teaching skills • Entrepreneur skills • Academic writing Skills	**Motivation:** To educate and impact the community	**Platforms:** Whatsapp Facebook YouTube	**Challenges** • Power outages • Cumbersome content editing process • Limited feedback from audience
	Technology: Desktop Laptop Mobile phone Matlab Powerpoint Adobe editor	**Wikipedia:** He rarely uses Wikipedia because the data is not trustworthy.	

Name: Jemo	The Learner (Consumer)

Goal: To educate, entertain, and connect with people on social platforms.

Demography
♂: Male 55 years
📍: Nakuru, Kenya
Married
Farmer
High school education

Background: Jemo owns a smartphone that he mainly uses to access the internet. He uses mobile data. He discovers his favourite content from his network. He mostly accesses the internet during the day and at night when he retires from work.

He likes accessing short videos and text messages. He also likes still images because they are precise. He prefers accessing information in English, especially text messages. He doesn't mind receiving videos in other common languages.

Skills:
- Farming
- Entrepreneur

Motivation: Connect, educate and for entertainment

Platforms:
Whatsapp
Facebook

Technology:
Mobile phone

Wikipedia:
Has never interacted with Wikipedia.

Challenges
- High internet cost
- Fake news
- Distractive advertisements

Name: Molly	The Social Butterfly (Consumer)

	Goal: To access the internet to connect and educate herself. She also uses online content for entertainment

Demography ♂: Female 25 years 📍: Jo'burg, S. Africa Single Undergraduate student	**Background:** Molly owns a smartphone that she mainly uses to access the internet. She subscribes to mobile data when she wishes to access the internet. She also connects to school Wifi and public wifi at public areas. She discovers his favourite content from her network. She is also addicted to the internet and can spend upto 5 hours online where she discovers new content. She mostly accesses the internet in the morning when she wakes up and late at night before she sleeps. During the day she accesses content for entertainment purposes and when communicating with her peers and friends. She likes accessing short videos in English.

Skills: ● Communication ● Dancing	**Motivation:** To educate and entertain herself	**Platforms:** Instagram Tiktok Whatsapp Facebook Twitter	**Challenges** ● High internet cost ● Fake news
	Technology used: Mobile phone	**Wikipedia:** She rarely uses the platform because she doesn't like its interface. She says Wikipedia colors and fonts are old fashioned and the platform does not include graphics. She prefers accessing the content in video format instead of text. Her lecturers also discouraged her from using the platform	