

# Media Persona

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Analytic Design Group  
USER EXPERIENCE CONSULTANTS

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Name: Unnamed

Gender: Mix

Age: Low 30s Average

Income: Moderately low, lots of competition in their work

Family: N/A

Outdoor Experience: Experience with outdoor stuff: Medium to low experience, but there is a smaller percentage of the highly experienced outdoor media types

Whistler Experience: Some to none depending on global location

Mobile: Cheaper phone unless company ones, then likely berries.

Tech Level :Many of them have websites, and many of them have facebook (web 2.0) (the woman was talking about being friends with a journalist?) I would say their quite tech savvy.

Goals: Access to information they need for their stories/reports. High resolution images. Pre Written stories. News updates.

Expectations: When the Media type goes to a website they are often working under the deadline of a project, and wish to quickly get the information they want, the facts and statistics that consumer users don't care about, get access to high resolution images and pre written stories. It is a common expectation for this class of users to find a dedicated media section where they can quickly pull all the information they want. The media section they expect to not find much in the way of fluff, or interactive components, they want to get in, get the information, and get out.

Other: Most print media will also produce online media as well, be it in the form of a blog, a online travel guide update or some other means of online production.