

# TheBlueMarble

Educational website

A digital realm to explore and appreciate the many wonders of our world, both big and small

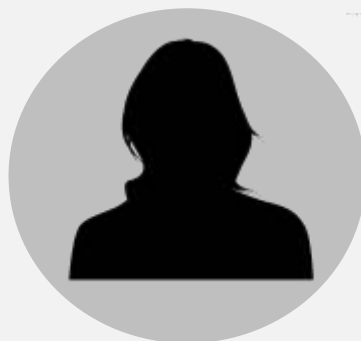
Thebluemarble.com will bring to light images and videos of the many wonders we take for granted. Natural scenes that inspire us to stop, look around, and take in the beauty of our Earth. This site will sell prints of its unique images, although its primary goal is to act as a gallery showcasing the “natural Earth”.

## Personas



**John the Educator**

Interested in specific content suited for kids.



**Sarah the Naturalist**

In tune with the natural world.



**Issac the Fascinated**

Excited to see and learn all there is.

## Comparable sites:

Coming soon!



**Name:** Sarah the Naturalist

**Descriptor:** In tune with natural world. Believes we've lost connection with the Earth and need to re-connect in order to find happiness.

**Quote:** "Nature is not a place to visit. It is home."

**Who is it?:** Sarah is a mid-twenties urban farmer living in the Northwest United States. She embraces a minimalist lifestyle living in a 150sqft "tiny house" while keeping her possessions to a minimum. A typical day for Sarah includes watering and weeding her farm and volunteering her time at local humanitarian projects.

**Goals:** To reconnect people to the earth and to embrace a more self-reliant way of living.

**Attitude:** Sarah is motivated to visit Thebluemarble.com because it aligns with her goals of reconnecting people to the earth; to appreciate what we have instead of obsessing over what we do not.

**Behavior:** Sarah enjoys submitting her home-videos exemplifying proper urban farming setup to Thebluemarble.com. She also checks in to appreciate the unique views of others from around the world, both through images and posts.

This part of the persona seems weird...