**PERSONA**

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| **https://lh4.googleusercontent.com/Yz2eStKDRD_zd7cScOmbAm5kxPALsZALyrtoZ3zVA7tVPpiEZYeevaKG8upbFNrBXy2Ba2DrwRorPp6KB3In6t6p0OQBdN-4_AYpOsQWtPH9i81AzR9Sy0ux6DxKENCEg9oCD4ug**  Completed his master’s in statistics from UCLA, was a content manager at LA Times for 5 years prior to joining The Verge as a senior content manager. Primarily communicates in English, enjoys playing football and table tennis; also likes to play the guitar. | **Key Characteristics**   * Focused * Motivated and hard working * Always willing to help peers and colleagues * Quick Learner * Likes to maintain a healthy work life balance * Is responsible for maximizing popularity of articles posted on website * Team Player | *“Learning is a lifelong process”* |
| **Age**: 24  **Gender:** Male  **Nationality:** American  **Education**: Master’s in Statistics  **Accessibility Requirements:** No  **Past** **Experiences**: worked as a Content Manager at LA Times for 5 years |
| **User Goals**   * Become a senior Editor within the next 2 years at The Verge * Maximize the popularity of all articles posted on the website * Keep up to date with the latest technologies * Effectively collaborate with colleagues from different departments within the firm * Help new content managers and other co-workers in whatever way possible * Stay a step ahead of the competitors | **Knowledge**   * Computer Programming * Statistical Analysis * Social Networks   **Frustrations & Pain Points**   * Performance metrics for online news portals are difficult to find. * Difficult to find brief and to the point articles * Too many ads on a page make it difficult to focus on the article | **User expectations from our analysis**   * To find trends in sharing of articles to increase the popularity of the verge * Identify characteristics about an article that most affect its popularity * A list of do’s and don’ts for publishing articles online |

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| **Name: Tim Marshall** | Senior Content Manager - The Verge |