

Who are my users?:

- personas need to be substantiated with quotes from a real person
- what's important to them, what isn't, what bothers them
- goals, attitudes, environment, skills and skill level and frustrations
- 2 szenarien pro persona

1 Persona 1: sceptic

- Edits frequently
- long time editor
- deems a lot of himself
- almost more involved in community stuff
- strong opinions
- strong personal involvement
- very protective
- needs to feel in control

"If you find (how ever) your way from the Wikipedia-Artikel Warszawa to Q270 - then what? If I would like to use the coordinates then what am I supposed to do? clicking on it? - no. edit? - no. Well so what? how?? - the free encyclopedia that anyone can edit...."

Sven - Male - 28 years old -

2 Persona 2: Highly specialised editor

- hard to reach when reaching out to the community
- very much in a shell
- has a handful of pages that are being maintained rigorously
- not very aware of surrounding projects and changes unless personally affected
- rather uninterested in changes
- not reluctant towards them when useful and intuitive
- very protective of his data. needs to know it's safe
- wants people to enjoy his data and spread it

3 Persona 3: positive long-time editor

- involved in multiple wiki projects
- admin/editor on a larger scale
- want to see the projects grow and improve

<https://www.wikidata.org/wiki/User:Montanabw>

"In en-wiki, there is no way any ordinary editor would have the slightest clue when creating an article that wikidata even exists and even less than the slightest clue how to create it. I've been editing nine years, nothing to help me other than talk page chitchat and completely incomprehensible instructions. Wiki markup syntax is complex enough for non-programmers, to go to a different web site and input something is too steep a learning curve for me..."

Jeff - Male - 44 years old - history teacher at a highschool in seattle, washington
Married to Judy for 10 years - they have no kids
likes to go hiking and bird observation
in his free time he likes to edit wikipedia articles and organises editing sessions in his community
he knows of wikidata but has trouble using it

After a nice evening enjoying dinner with his wife judy, jeff wants to have a relaxed evening. He doesn't enjoy watching tv much unless there is a specific movie or documentary showing that he knows he will enjoy. He rather spends his spare time expanding free knowledge by editing on his local Wikipedia. He especially loves the almost 35 pages he made by now about birdspecies that are common in his region that he keeps up to date and vandalism free. He is not a programmer so it took him a long time to understand the Wikipedia markup language. But he's been editing for over 8 years so by now he feels very confident when using it. And fortunately since December 2012 he can use the visual editor which makes it much easier for him to maintain his pages. He loves the idea of Wikidata and would love to see the community use it more avidly but he struggles with the usage and thus refers to the old ways where he feels more comfortable. In the community meetups that he organizes there is also no one he can ask for help.

4 Persona 4: opportunistic editor

- edits when there's a trigger
- not a regular editor
- doesn't have specific pages that he looks after

- has little sprints of editing and then big gaps again
- doesn't follow the current changes and developments
- no high emotional involvement
- willing to accept most changes

5 Persona 5: template creator

- creates infobox templates
- quite particular in the way he likes things
- would be open to changes though

6 Persona 6: WD patroler

- is interested in keeping vandalism down
- only cares about keeping WD vandalism free
- needs to be convinced of the security
- has an overview of changes and such

7 Persona 7: WD editor

- wants his data to be used
- but can also block the data from being edited
- has to trust that the editor will work and not vandalise his data

8 Persona 8: Troll

- wants to actively harm the projects
- bored
- is not very persistent
- can not be bothered to learn new things