

1 Opportunistic editor - Primary Persona

1.1 Demography:

- male
- 22 years old
- lives in Leeds, UK
- girlfriend
- studies physics
- parents support him financially
- freelances a bit on the side doing some minor programming work
- loves to bike

1.2 Behaviors:

- doesn't develop emotional attachments easily
- relaxed/easy going
- very sociable
- lives into the day
- avoids most confrontation
- night owl
- hangs out a lot with friends and gf
- never hangs on to something for a long period of time

1.3 Needs and Goals:

- explore the world
- do something new all the time
- fears that he will never find something that fascinates him enough
- would like to be able to hold on to one thing for long
- worries that he won't finish his studies
- wants more challenges in life

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Sam is a 22 year old student who lived in Leeds all his life and is now studying physics at the local university. He loves to take his bike everywhere and since the city is rather small that's usually not a problem. He has always been very uncertain about most things in life and has changed his major twice. He has started playing 4 different music instruments already and always quit after a couple of months. He's in Uni listening to his professor speak about spaghettification in regards to black holes and for once finds it easy to listen to the lecture. After he gets home he checks Wikipedia to read up on it more. He finds that there is no section on the black hple article yet so he decided to edit it. He mistypes his passowrd a couple of times because he hasn't logged in in such a long time. He likes editing but only from time to time and when there's a reason. He can't be bothered with always keeping everything up to date and having to worry about wether the information is still accurate but when he has something to say he enjoys writing it down for everyone to read. He's meeting his girlfriend in 30min at the cinema to watch the new bond movie. After they get home he reads up on the article of the movie and notices that it's missing some crucial information which he then quickly adds. He sometimes worries that he'll never find anything that he loves so much, that he'll stick with it for longer. At least he has been editing on Wikipedia sporadically for a while now.