Who are my users?:

- personas need to be substantiated with a quote from a real person

- what's important to them, what isn't, was bothers them

- 2 szenarien pro persona

1 Persona 1: hard to convince user

- Edits somethings

- 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...."

2 Persona 2: hard to reach user

- 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 ...

3   Persona 3: willing user

- 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 - 34 years old - history teacher at a highschool in seattle, washington
Married to Judy - accountant - 36 - they have no kids
likes to go hiking and volunteers at his local nature preservation company
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 keeping wikipedia vandalism-free
and his articles up to date. He is not a programmer so it took him a long time to
understand wikipedia markup language. But he's been editing for over 8 years
so by now he feels very confident when using it. 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 because none of the other members know anything either.