

A photograph of a young man with dark hair and a beard, wearing round-rimmed glasses and a bright yellow textured jacket over a white t-shirt. He is looking down at a black smartphone held in his hands, smiling. The background is a blurred indoor setting with a desk and computer monitor.

Persona 2: Wedding Guest - Marcus Thompson

Background:

28-year-old marketing manager, attends 8-10 weddings/year. Frustrated by delayed photo access.

Goals:

- Get photos immediately while memories are fresh
- Easily find photos of himself without scrolling
- Share to social media during the event

Pain Points:

- Receives photo links 3-4 weeks after events
- Must scroll through 800+ photos to find himself
- Misses social media engagement window