# User Persona's

|  |  |  |
| --- | --- | --- |
| Name: Gerald Cronk  |  | | --- | | People, Portrait, Adult, Man, Side View |   **Tagline:**  All I need is a video with visual effects to put my song on YouTube. | Demographic Information Age: 32  Place of residence: Spokane, WA  Gender: Male  Occupation: Music Performer  Marital/Family status: Single  Internet Competency: Medium |

Gerald Cronk is a music producer from Spokane, WA seeking video producers to make him a video for his new song coming out next month. Gerald doesn't personally know anyone who can make him a high-quality video for a reasonable price. Gerald normally works with others in person but is open to collaboration with an established editor to feature his new song on his YouTube channel.

**The main reason this person will use your web site:**

Wants to make a video to pair with his new song.

**Any secondary reasons this person will use your web site:**

View Andrew's past work to note what he likes and would like to include in his potential video.

**Devices used by the end user (phone/tablet/etc):**

Smartphone, and a laptop occasionally.

**Social media sites/online services used by the end user:**

YouTube, Facebook, Instagram, Snapchat

|  |  |
| --- | --- |
| Name: Freddie Jenkins Boy, Winter, Snow, Smoke, Girl, White, Portrait, Cold  **Tagline:**  I'm usually the one out of my friends to find new and upcoming artists. | Demographic Information Age: 17  Place of residence: Chino, CA  Gender: Male  Occupation: Student  Marital/Family status: Single  Internet Competency: High |

Freddie is a student at a high school in Chino, CA seeking up and coming artists. Freddie is an avid music fan and is constantly searching the internet for new or fresh content. He is also starting to get into photography as a hobby, therefore he has been browsing and examining online photography galleries.

**The main reason this person will use your web site:**

Freddie is seeking new music videos and related content.

**Any secondary reasons this person will use your web site:**

View Andrew's photography section.

**Devices used by the end user (phone/tablet/etc):**

Smartphone, and a tablet occasionally.

**Social media sites/online services used by the end user:**

YouTube, Instagram, Snapchat, Vimeo