

## Your proto-persona's name



- Brian Clamsworth

## Behaviours

- Loves learning about science at school
- Is thinking about studying astrophysics at university
- Enjoys reading but spends most of his time watching videos on YouTube/Netflix and playing computer games
- Enjoys watching documentaries about space e.g. Brian Cox shows
- Often has to make small projects for school

## Demographic information

- 16 years old
- Secondary school student
- No income other than allowance
- Lives with parents and siblings

## Needs and goals

- Wants to have a site that is easy to navigate with an emphasis on video
- Wants to be able to easily find space info about specific topics
- Wants to be able to be able to search for videos
- Would like to be able to save/favourite videos in order to watch again/ make notes on for projects