

Name	Ernie Dickinson
Descriptor	From the moment he listened to Tupac on tape, Ernie has loved vintage beats. Over the past five years Ernie has gained an encyclopedic knowledge of the 90's hip-hop scene. He is able to pinpoint songs with a sentence and has memorized the lyrics of all hip-hop songs on the Billboard 100 from the years 1991-98. One night, he was at the dinner table when he asked his mom if he could go to <i>the</i> school dance. She replied, "I'm sorry, Ernie, but you just can't boogie no more." The conversation ended. Initially lost, Ernie realized after a night of research this was a niche reference to the 1978 hit <i>Boogie Oogie Oogie</i> . In a flash, he realized he had grown too comfortable in his 90's bubble, leaving him defenseless against his mother's 70's arsenal. He knew that, in order to have a witty 70's comeback to his mother's tacit denial, he needed more 70's songs knowledge. In order to craft the perfect response, he set out to find a web-based application that tells him which words were popular in 70's billboard hits. Until today, he hasn't found one...
Quote	"I wish I could see which words were most popular in 1970's billboard hits!"
Characteristics	Age 12, male, student, rural Colorado.
Goals	<ul style="list-style-type: none"> - Be able to converse with his mom about 70's billboard hits - Link certain words or phrases to 70's songs - Give passings references to 70's songs on a day-to-day basis
Attitude	<ul style="list-style-type: none"> - Dislikes learning how to use a website. - Loves quirky correlations (e.g., all #1 billboard songs say "hello" at least once [probably false])
Behavior	<ul style="list-style-type: none"> - Clicks on images just to see if they link to anything - Loses interest in a website if the design is not aesthetically pleasing - Prefers the approachability of websites with comic-sans font

Name	Andre Bernard
Descriptor	Guy who's interested in language
Quote	"Linkedin, check out this interesting article I found. It compiles all sports statistics over the decade to see which names performs the best"

Characteristics	Male, 30, single, . Lives in Maryland, works downtown in marketing. Andre reads lots of articles about data, trends, and statistics, and shares them on LinkedIn. In terms of music, he likes alternative rock, and is extremely bitter about the rise of swearing in music.
Goals	<ul style="list-style-type: none"> - Wants to be able to type in a specific word and see how it's popularity has changed - Wants to see interesting words that have risen and fallen in popularity without having to type them in (for example, maybe he would never think to type in "boogie" but would be interested by it's fall) - Wants to see graphs
Attitude	<ul style="list-style-type: none"> - Likes clean design, but is ok with a largely text based website - Wants data to be presented factually, without making big claims based on some evidence - Needs transparency with how methodology and data may not be perfect
Behavior	<ul style="list-style-type: none"> - Willing to stay on a website for a while if it's interesting - Prefers a cool tool and a passable design over a hard to understand tool with stunning design <p>=</p>

Name	Carol Sterling
Descriptor	Aspiring local artist trying desperately to break into the music scene
Quote	"I don't know how to write my songs! I need help"
Characteristics	Female, 23, works as a barista in LA, Willing to accept pseudo-scientific analysis of what makes songs popular
Goals	<ul style="list-style-type: none"> - Wants to see trends in popular songs over the years - Wants to analyze the possible success for her own songs - Wants to look at the careers of her favorite/inspiring artists
Attitude	<ul style="list-style-type: none"> - Wants to get a lot of information out of the site - Wants clear depictions of the popularity of songs / lyrics over the years

Behavior	<ul style="list-style-type: none">- Willing to use the site thoroughly to get the information she desires- Wants to be reassured that if she uses certain lyrics she will become more popular
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