

Personas / Storyboards

Winter 2017

Who Says You Can't Bill Gates:

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Audience(s)

- Girls and boys aged around 12-17
- Men and women aged around 18-29
- English speakers
- People living in the West (i.e., not Asian markets, etc.)
- Tech users familiar with mobile/web apps
- Content consumers / lurkers / “explorers”
 - 90% of online community members are lurkers who never contribute (the 90-9-1 rule).
- Content creators / “sharers”
 - Remaining 10% of community members are contributors (the 90-9-1 rule).

Personas



<https://flic.kr/p/7TpKrD>

Eduard

Robert Winstead, 15 y.o.

Robert is a gifted student at Sandpoint High School, Sandpoint, Idaho. He takes honors classes where he can and gets along with his classmates well enough, but spends his lunches quietly studying and doesn't see his friends outside of the school day. Most evenings are rather lonely, whether spent at home or working in the family general contracting business.

When trying to unwind, Robert likes to read /r/TIFU and other story-based subreddits. While he finds these entertaining, he doesn't find them relatable in a meaningful way. On /r/InternetIsBeautiful, he stumbles upon a link to MomentO. He starts to read the stories to see what it is all about, and finds he can use the site's tools to find thematically similar stories. On a whim, he looks up stories relating to 'bored' and 'lonely.' He reads them. One of the stories had an overt message, which was to step outside the bounds of one's comfort zone and make an effort to connect with others. Robert identifies with this story's author and resolves to carry out his advice.



Joel

Ryan Wright, 33 y.o.

Ryan is a Silicon Valley illustrator with gainful employment at Alphabet Inc., where he has a very important job as the head of a secret subterranean robotics lab in the San Francisco Bay. In his spare time, Ryan repairs typewriters and moonlights as a creative writing professor.

Despite his job security and enviable salary, Ryan entertains fantasies of becoming a successful writer and living in a refurbished shipping container somewhere in the barren deserts of New Mexico, where he can run an entrepreneurial venture harvesting solar energy and psilocybin. Ryan meticulously analyzes the pros and cons of numerous platforms for storytellers across the web, looking for ripe audiences on which to test his latest poetry and prose, boost his literary notoriety, and sharpen his skill.

Christopher

Johnny WorksAlot

Works a fulltime job that does not include a large number of fulfilling social experiences. Lives in an area that's more removed from their old friends. Someone who works during the day, but don't have enough time for human interaction.

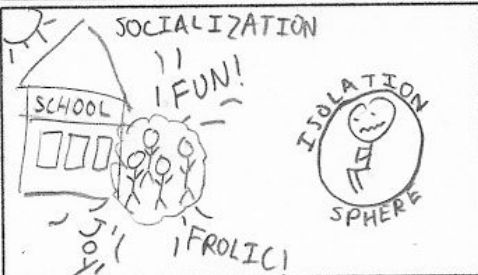
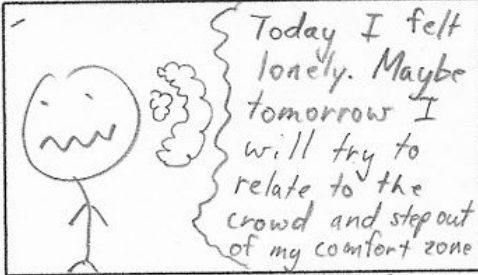

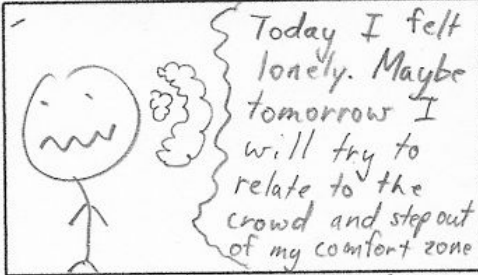

Sanchya

Sally Believer

A sophomore at the University of Washington who was trying to figure out what she wants to major in. One of her friends recommended that she try taking INFO 200. After taking the class, she was inspired. She loved that class so much that she is considering majoring in Informatics. However, the application process is scary to think about. She also is worried that Informatics might actually not be the right option for her. She wishes she could hear about other people's experiences both within Informatics and applying to it.

Storyboards

Eduard

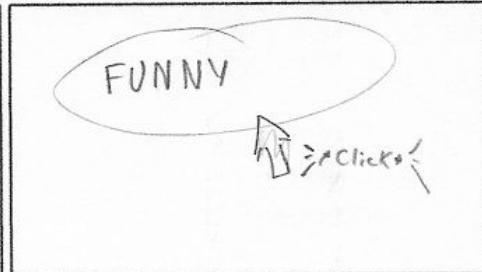
<p>Scene: DAY 1</p>  <p>A user encounters a difficult experience in life.</p>	<p>Scene: THAT NIGHT</p>  <p>The user contemplates his experience.</p>	<p>Scene: DAY 2</p>  <p>* Life Skills develop *</p> <p>The user learns from the previous experience.</p>
<p>Scene: USING MOMENTO</p> <p>Momento enters the user to post about his particular experience.</p>	<p>Scene: ADDING HIS STORY</p>  <p>The website allows submission and user various techniques to associate relevant stories.</p>	<p>Scene: MUTUAL BENEFIT</p>  <p>Momento follows request of stories by a mechanism T.B.D.</p>

Scene: FIRST SIGHT



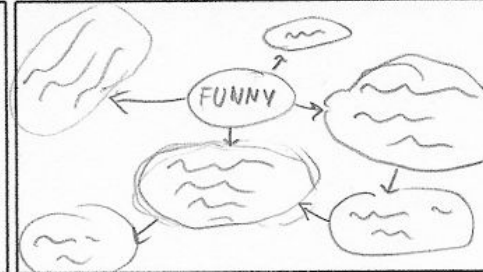
A handful of options confront a first-time user.

Scene: PLUNGING IN



The user clicks one of these options

Scene: EXPLORATION



The option expand into a small, interesting graph network of funny stories

Scene: FUNTIMES



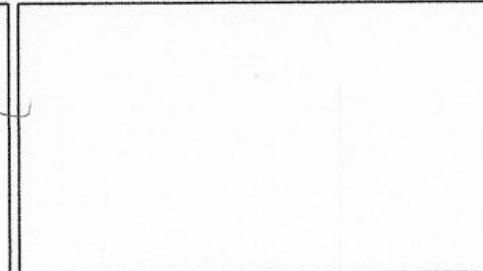
The visualization provides a fun way to navigate a "space" of stories


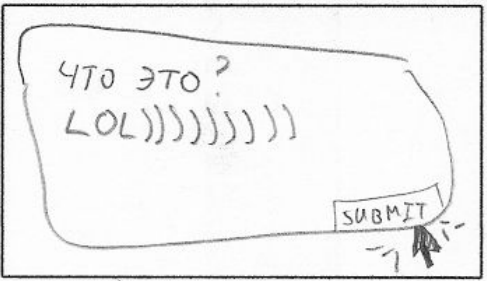


Scene: EMPATHY THRU STORYTELLING



The user has a purely consumptive relationship w/ Momento

Scene:

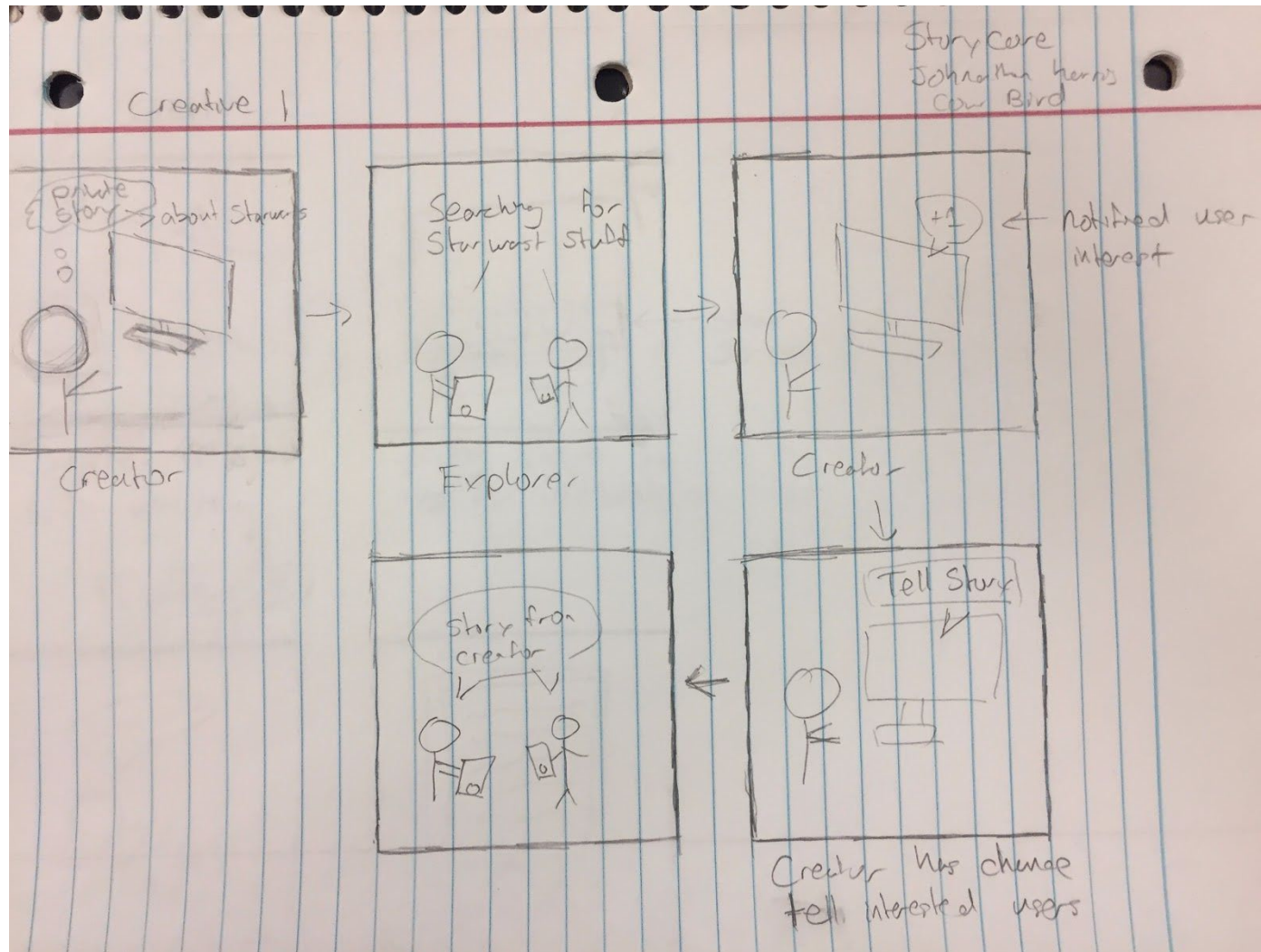


Scene: ANTI - PERSONA	Scene:	Scene:
		
Non-English speakers	Low-effort porting will damage the experience of the ind.	Unfamiliar with social & other apps
Scene:	Scene:	Scene:
		
Non-Western-cultures might not use the site in ways we intended		

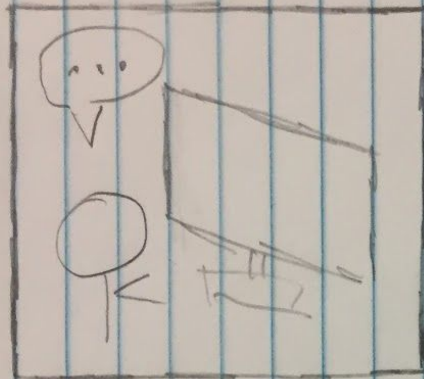
Joel's



Christopher's

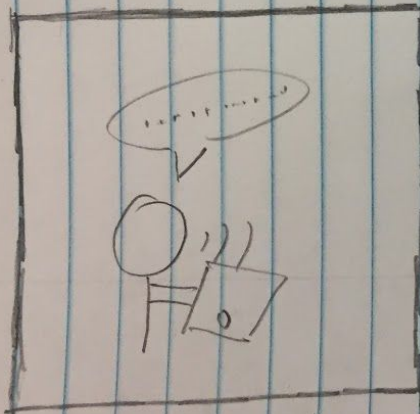


Creative 2

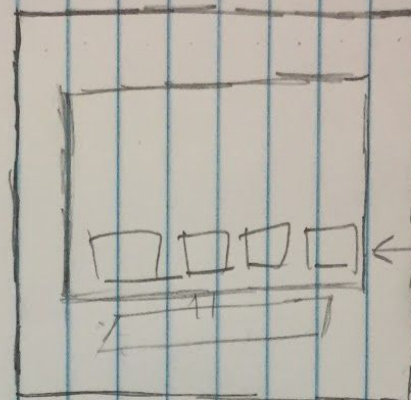


Creator is stuck
with writing

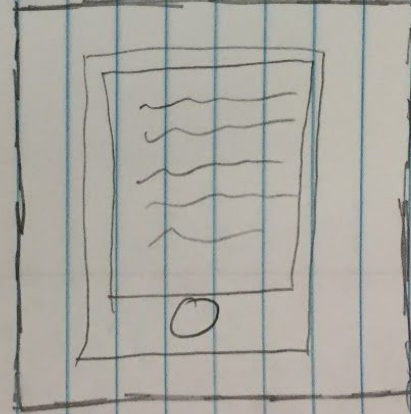
Creative 3



Creator talking



Other stories show
up for inspiration



App writes words

Sanchya



