



Reed Williams

Main Descriptors: Reader, Teacher

Quote: “You have to realize that nothing is clear and simple when you first see it, things aren’t the way they always seem. Things have many point of views is all I’m saying”

Who is it? He is a social studies teacher. He is about 26 years old, from California. As a social experiment, he dressed up as a girl and lived his life as one for about a week. He got the viewpoint of being a girl.

What Goals? He focuses on point of view. He enjoys looking at things from a different perspective. His main goal is to enjoy the reading platform computers, phones and tablets offer to him. The expectation is to have him love to switch over to enjoying to read stories and essays on a computer.

What attitude? His main motive is to experience the technology on different platforms. He is mainly a book reader but he is slowly transitioning into e-book and websites to get his stories and essays obsession.

Which behavior?

He isn’t the hugest fan of reading text online. It’s either too clunky or cluttered. There is way too much on a page sometimes and that can be overwhelming to him. He doesn’t use computers often. Only when he absolutely needs to. He is a big fan of wanting to love the tablet so he can take his books around and read them everywhere he goes. He isn’t a big phone user, but he understands that it is important to have it because mobile reading is another way to go, if he doesn’t have his tablet.

He is a slow decision maker. He gives technology a chance to grow on him before he likes it. Decisions he makes are mostly on facts but when it comes to something he likes, like reading, he typically makes decisions based off of emotion.

He likes visual things, he is a huge Tumblr and Pinterest user. Things that will capture his attention will usually get him. So images, videos, music, sounds will usually capture him at first but when it comes to the detail he finds the most pleasure in that. So visually he prefers a fun and design filled website but in his other mindset he wants something that can hold a lot of content.