

Experienced Pro Photographer

Background:

- Has been working professionally doing digital photography for 10 years
- Is more interested in the photography part of the what he does, rather than the business side, but acknowledges that a way to reach more customers would be helpful
- Is reasonably comfortable using computers to navigate around and “get work done”

Demographics:

- Male
- Age 40

Identifiers:

- Is interested in ways to streamline event photography business
- Wants to delete a photo from an existing album

New Photography Business Owner

Background:

- Inspired by an article has decided to start an event photography business
- More savvy on the “business” side but is not that familiar with the art of photography

Demographics:

- Female
- Age 30

Identifiers:

- Not that comfortable using a computer but can at least navigate around and get work done
- Create an album then add a photo

Photography College Student

Background:

- Just recently graduated college
- Has a fine arts degree and is also very comfortable with technology

Demographics

- Female
- Age 20
- Will have a bachelors degree in fine art and a minor in graphic design

Identifiers:

- Wants to share an entire album with another user (e-mail address)

Photography College Student (2)

Background:

- Just recently graduated college
- Has a fine arts degree and is also very comfortable with technology

Demographics

- Male
- Age 23
- Will have a bachelors degree in fine art and a minor in graphic design

Identifiers:

- Wants to update the tagging and name on an existing photo

Photography College Student (3)

Background:

- Just recently graduated college
- Has a fine arts degree and is also very comfortable with technology

Demographics

- Male
- Age 23
- Will have a bachelors degree in fine art and a minor in graphic design

Identifiers:

- Would ideally like to sort images by date
- Would like to click on an image and view the largest version possible of the image, then dismiss it

STRETCH PERSONA

Social Photographer

Background:

- Has experience running a digital photography business

Demographics:

- Male
- Age 40

Identifiers:

SWDV-650 – Image Portal - Personas

M.J. Carrington

- Wants to boost his social presence by making sure his clients are aware of where he can see his work, such as a website
- Wants to build an identifiable “brand” by including Image Portal