

B.4 The podcaster



Type of persona	Name	Age
Supplemental	Liam Benton	38

Education	Family	Household income
Undergraduate degree in Law, postgraduate course in Media Communication	Husband	85.000/year (40.000 his husband income)

Competencies	Experience	Attention level
<u>Domain</u> : High <u>Linguistic</u> : High	Intermediate	Very involving activities

Photo by [V. Karpovich](#) from [Pexels](#)

Goals	System objectives	Type of usage
<u>End goals</u> : He wants to gather information for his next podcast episode. <u>Experience and life goals</u> : Becoming a reference point in his professional field.	Wants to retrieve interesting and unusual information about the history of rights movements and their representation, enriching his edutainment contents.	Looking up information.

Behaviour	Attitude	Physical fitness
Working as a freelancer for most of his time, he is a well-organized person, curious and constantly searching for new attractive stimuli.	He is an attentive person, open to innovations thanks to his job, but still quite critical. He has several devices, which are used for recording and registering his episodes.	Healthy and fit, he is a climber. He has not any issue in computer interaction.