

Project: "One Night In April"

About: An audio/video exhibit about the moment Hank Aaron broke baseball's all-time homerun record

Audience: Visitors to the Major League Baseball Hall of Fame

Notes: Created as an assignment for a UI/UX class at the University of North Carolina in 2015



Carla Munoz

Working mother of three boys

Appropriate demographic/user profile info: Carla Munoz is a married mother of three boys and the 41-year-old CFO of a small courier business in Philadelphia. She is the daughter of Robert Munoz and mother of Tyler Munoz (refer to Grandfather and Grandson personas, respectively). She has a B.A. in business from Towson State University. Munoz's husband is a firefighter. Together, the couple makes \$85,000 -- enough to provide for three children, but not enough to be worry-free about it.

Quote: "Tyler, stop hitting your brother! Jason, if you don't turn off the Playstation and change clothes in the next five minutes I'm calling your basketball coach and telling him you've quit to join the ballet!"

Day-in-the-life narrative: Munoz spends most of her workday on a PC desktop computer, using QuickBooks and the Microsoft Office suite. When she gets home and finally gets the boys to bed (usually around 9:30 pm), she likes to relax by watching HGTV and playing Candy Crush on her iPhone.

End goals: Munoz wants to arrange a family road trip to New York for her father's 65th birthday, with tickets to a Yankees game. She thinks her dad and her kids might also like the Baseball Hall of Fame, but she doesn't know what the museum has to offer and isn't sure it's worth a three and a half hour trip upstate. Munoz does the research on her desktop PC while she's eating lunch at work. She wants to get a feel for the museum and decide if it's a good option in her budget.



Robert Munoz

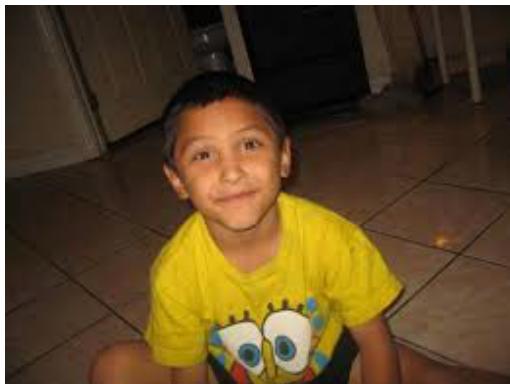
Grandfather and avid baseball fan

Appropriate demographic/user profile info: Robert Munoz is a 64-year-old loss prevention officer at a department store in Baltimore. He was born in New York and is a die-hard Yankees fan. Munoz is married with three children and five grandchildren. His favorite pastime is falling asleep in the recliner while watching sports. He does not have access to a computer at his job. Munoz just bought a Samsung Galaxy phone, and one of his daughters gave him a Kindle for Christmas. He uses both devices primarily to read the news and check baseball scores.

Quote: "Derek Jeter was a career .310 hitter with five championship rings on his fingers. Don't tell me he's overrated."

Day-in-the-life narrative: Munoz visits the Hall of Fame website on his aforementioned Kindle, while watching a Yankees game on ESPN. An announcer in the baseball game argues that Dodgers pitcher Clayton Kershaw is putting up "Hall of Fame numbers," and Munoz goes to the website to compare Kershaw's stats with a few Hall of Fame pitchers.

End goals: Munoz has worked hard all his life. He wants to retire in a few years and start drawing his pension from Wackenhut Security. He is overweight and wants to get healthy so he will be around to see his youngest daughter have children. His love for baseball stems in part from his love for America; his father immigrated from Puerto Rico and the two tacitly felt that baseball -- and in particular the Yankees -- represented the American ideals of opportunity and accomplishment.



Tyler Munoz

10-year-old budding sports fan

Appropriate demographic/user profile info: Tyler Munoz is the 10-year-old son of Carla Munoz and grandson of Robert Munoz (refer to Mother and Grandfather personas). He enjoys playing and watching sports -- particularly soccer and basketball -- but he shows little interest in baseball. He went to an Orioles game once with his grandfather when they played the Yankees, but he got bored and wanted to leave after the third inning. He has never watched a baseball game on TV and doesn't know much about its history. Tyler shares an iPad with his two brothers.

Quote: "Did you see that video of the dude diving like 100 feet into a kiddie pool on YouTube? Sick!"

Day-in-the-life narrative: Tyler goes to a public elementary school in Baltimore. Most days, he has basketball or soccer practice after school, and when he's not in practice, he's playing pickup games with the kids in the neighborhood. He and his brothers have to rotate the entertainment options at night; when one of them gets the iPad, the other two get to play on the Playstation. Their mother caps the video game and iPad usage at one hour per night.

End goals: Tyler wants to be a firefighter like his dad. Explicitly, he says this is because firefighters get to cool things like drive firetrucks and shoot firehoses. Tacitly, he wants to show his dad that he is brave and strong like him.

Project: "Where The Scarlet Poppies Run"

About: A design proposal for the web version of John Sanford's Pulitzer Prize-winning series, "Life On The Land: An American Farm Family"

Notes: Created as an assignment for a UI/UX class at the University of North Carolina in 2015



Jeff Kirby

Farmboy-turned-city dweller

Appropriate demographic/user profile info: Jeff Kirby is a 34-year-old salesman for a veterinary supply company in Denver. He is married with a 5-year-old daughter. Jeff grew up on a family farm in central Missouri. He is the oldest of three boys. Mike went to a small college in Missouri with the plan of becoming a Methodist minister like his grandfather. His upbringing on the farm taught him how to deal with large animals, so he took a job as a technician at a veterinary clinic during school. One thing led to another, and he ended up with the veterinary supply company in Denver. His father wants to retire and has recently asked Jeff if he would come back to the farm, since his brothers are less responsible.

Quote: "You see these kids running around Denver in the winter with a thousand dollars worth of Patagonia jackets and fleeces and snowboarding shoes. You just need a good pair of coveralls. That's it, man."

Day-in-the-life narrative: Jeff travels 40 weeks out of the year for work, mostly in the Midwest. He usually gets back to the hotel around 8:00 pm, after making the rounds at some veterinary clinics. He likes to browse the web on his iPad, while lying on the hotel bed and watching sports. Jeff hears about the "Scarlet Poppies" website from a longtime client in St. Paul, who came across the site through the local newspaper. The farm story reminded the client of Jeff, so he told him to check it out.

End goals: Jeff likes his job, but he wants to spend less time on the road so he can see his daughter grow up. He's already asked the company about switching to a position that requires less travel. Privately, he has thought a lot about his dad's offer to come home and take over the farm. Jeff has fond memories of growing up in the country, and he likes the idea of raising his own family in that environment. But he also knows how hard it can be, especially with the challenges facing the small farmer these days, and he worries that if he took his family back home he wouldn't be able to provide them with the kind of opportunities they deserve.



Mike Dolan

Fan of John Sanford novels

Appropriate demographic/user profile info: Mike Dolan is the 57-year-old manager of a grocery store in Cincinnati. He is divorced with two grown children. He has a B.A. in business from Murray State University. Mike is an avid reader of paperback novels, particularly John Sandford's murder mysteries. He has recently started reading e-books on his iPhone because it's easier and cheaper than buying paperbacks or checking out hardcopies from the library. Mike likes when an online reading interface is intuitive and clear, and doesn't take him out of the story.

Quote: "Hey Bobby, I appreciate that you skipped your morning break, but that doesn't mean you can spend an hour after lunch picking the roster for your fantasy football team."

Day-in-the-life narrative: Mike has to be at the grocery store by 6:30 am every day. He begins by running numbers through inventory and payroll programs on a Dell desktop computer in a small office next to the customer service area. He likes to walk around the store as much as possible and interact with customers. Mike doesn't use the work computer for personal web browsing. He would most likely find the "Scarlet Poppies" website on his iPhone, while eating dinner in front of the TV. Mike might, for instance, be checking the John Sandford website for information about his latest novel, and discover the section about Sandford's previous journalistic work.

End goals: When asked, Mike will tell you that he wants to be promoted to a corporate position with the grocery store, because the headquarters are located near his son's home in Chicago. Privately, he wants to be a novelist, like John Sandford. He has even tried his hand at a murder mystery novel, but he didn't feel good enough about the first two chapters to keep going. He has never told anyone this.

Project: "Lost In The Lake"

About: A design proposal for a website about underwater ghost towns in Appalachia

Notes: Created as an assignment for a UI/UX class at the University of North Carolina in 2015



Craig Aldridge

Scuba diving enthusiast

Appropriate demographic/user profile info: Craig is a single, 31-year-old marketing executive for the La Quinta hotel chain in Dallas, Texas. He has been an avid scuba diver since he first fell in love with the sport on a trip to the Dominican Republic in college. While he loves to scuba dive in exotic tropical locales, he rarely has the time or money for such trips, and does much of his diving in lakes and coastal areas of the U.S. He has recently developed an interest in underwater archeology. As a digital native and marketing expert, Craig expects and appreciates a slick, user-friendly online presentation.

Quote: "Scuba divers do it deeper."

Day-in-the-life narrative: Craig works on a company-issued Dell laptop, but he brings his iPad (and of course, his iPhone) with him to the office every day for personal Internet use. This habit was precipitated by a conversation with a friend in IT, who told him that the company had recently installed spyware on the laptops to keep tabs on the employees. Craig likes to use his iPad to scout possible sites for upcoming scuba dives, usually on his lunch break or while watching sports on TV at home.

End goals: Craig tells his friends that he wants to eventually land a marketing position with a company in Miami, so that he can spend more time in the water. Privately, he daydreams of driving past Miami on Highway 1, four hours south, to Key West, buying an Airstream trailer, getting rid of everything that isn't necessary, parking the trailer in a nice lot near the beach, meeting a woman who smells like the sun and smiles like the sea, teaching scuba diving, and raising a few wild-haired children who will never know any other life.



Graham Connelly

Editor-at-large, Smithsonian Magazine

Appropriate demographic/user profile info: Graham is 51-year-old resident of Alexandria, Virginia. He is married with two teenage children. He is a successful freelance travel writer and editor-at-large for Smithsonian Magazine. He oversees the publication's "American Experience" series. Graham has a B.A. in History from Washington and Lee University. He is a connoisseur of online travel writing. He appreciates "backpack" storytellers who can head out into the field with a laptop and a few pieces of gear, and create a multimedia experience, not just a text article.

Quote: "Did I tell you about the time that I was interviewing the King of Spain and he walked into a sliding glass door?"

Day-in-the-life narrative: Graham used to travel constantly for work. He has stepped foot on all seven continents and almost died on two occasions. He took the job as the editor of the "American Experience" series at Smithsonian because it allowed him to stay at home with his daughters and curate the work of others. Graham still gets wanderlust, though, and he enjoys multimedia stories that transport him, mentally, to another place. He spends most of his time on a Mac laptop, either at his office in D.C. or on the back porch of his house in Alexandria. Graham also uses his iPhone a great deal, but mostly for emails, texts and music. He prefers to use his laptop for reading online magazines, because a larger screen does justice to great photography.

End goals: When asked about his goals, Graham says that he would like to see the Smithsonian's "American Experience" series get spun off into its own online publication, so that it can "breathe" and develop its own identity. Privately, Graham wants to write the first great travel e-book, the 21st century's version of Hemingway's "A Moveable Feast."



Lila Mitchell Holmes

Professor of American Studies

Appropriate demographic/user profile info: Lila is a 56-year-old associate professor of American Studies at the University of Alabama. She is divorced and recently remarried, with two children from her first marriage and a stepson from her second marriage. Lila has a B.A. in anthropology from Vanderbilt University and a PhD in folklore from the University of Pennsylvania. Her research is focused on the role of gossip in Southern culture and history. Somewhat of an "old school academic," Lila prefers to read hard copies of books and printouts of Word documents in the course of her work. She has become a fan of several podcasts through mentions of the programs on NPR, and loves the "Storycorps" series of oral histories.

Quote: "I pity the children who get all the way to adulthood without ever having learned to eat honeysuckle."

Day-in-the-life narrative: Lila teaches three classes at the University of Alabama while working on her second book. She has little time to read for pleasure, though when asked, she will say it doesn't bother her because that's what she already does for a living. Lila listens to NPR on the way to campus every morning, and falls asleep to a podcast on her iPhone every night, usually a show in the Society & Culture section of iTunes. With the exception of podcasts and email, most of Lila's Internet usage occurs on her Mac desktop at work.

End goals: Lila wants to finish editing her book by the end of the year. Tacitly, she hopes the book is a success and gives her some leverage with the administration at Alabama. She wants to lessen her teaching load to only two classes per semester, and she wants funding for a project in West Africa; a critically acclaimed book will give her some bargaining power.

Project: “Millennium Memory Project”

About: A design proposal for my master’s thesis [website](#) at the University of North Carolina at Chapel Hill School of Media and Journalism

Notes: The project is described in more detail in the Web Development section of this portfolio.



Andrea Bryan

Real Estate Salesperson

Appropriate demographic/user profile info: Andrea Bryan is a 42-year-old real estate agent in Fort Myers, Florida. She is married, with one child from her first marriage and two stepsons with her current husband. She has an associate's degree in business administration from Florida Gulf Coast University.

Andrea heard about the Millennium Memory Project from a friend, a stay-at-home mom who took the online survey through Mechanical Turk to make a few extra bucks. The two were talking idly during their daughters' playdate in Cape Coral. The friend said it was a "weird survey" and asked Andrea if she remembered where she was on New Year's Eve 1999. Andrea was intrigued. She hadn't thought about that night in years.

Quote: "Melissa? Hi, its Andrea from Keller Williams! You have got to see this house that just came up in Timberlakes! It is so cute! I know, I know. Cute means 'small.' Well, it's 1300 square feet, but...wait Melissa. Seriously, it's too adorable. You have to see it!"

Day-in-the-life narrative: Andrea spends six days a week in her car, showing properties throughout the greater Fort Myers area. She lives on her iPhone; except on rare trips to the office, her phone is her only source of Internet access and communication. In her free time (insert laughter), she goes jogging, watches "Chopped" on the Food Network, and flips through her Facebook timeline.

End goals: Andrea wants to go back to school and get licensed as a mortgage broker. She wants her husband's new cabinetry business to do well so he's not so stressed out and they can take a vacation every once in a while. Andrea has always wanted to go to Italy. She wants to take her daughter to Italy. Her daughter would love Italy and she would love being there with her.



Margaret Wilkes

Archivist at the British Library's Oral History Department

Appropriate demographic/user profile info: Margaret Sherman is an archivist in the British Library's Oral History department. She has a B.A. in history from St. Andrew's University and an M.A. in Digital Asset and Media Management from King's College London. She is married with two children, ages 10 and 6. Wilkes joined the British Library shortly after it received the collection of oral histories from the BBC radio documentary, "The Century Speaks." She learned about the Millennium Memory Project website from a friend who Googled the British Library's millennium-themed oral history collection and saw the link.

Quote: "I'm lucky if I can get my children to listen to me for 30 seconds. How can I convince people that they should spend five minutes listening to an old recording of a stranger telling a story about a sandwich?"

Day-in-the-life narrative: Margaret rides the Underground to work each morning from her small flat in the West End. She wears earbuds and listens to the BBC podcast, "In Our Time," while checking email on her iPhone. She arrives at her office and opens her MacBook Pro. She spends a few hours cataloging audio before a meeting, then eats lunch on the steps outside the Library. It's a rare sunny day. At 3:30 pm, Margaret walks to her daughters' school to pick them up, and then continues work when she gets home. She visits the Millennium Memory Project website on her laptop at the end of the workday, because she's curious to see how it compares to the British Library's site.

Margaret's husband picks up curry for dinner. After baths, everyone sits in the living room with their iPads for about an hour, then they go to bed.

End goals: Margaret is proud of the British Library's oral history collection, and knows that it has something for everyone; the audio will send chills up your spine if you give it a chance. But she worries that the material is too cumbersome and inchoate to reach a modern, mobile-first audience. Margaret would like to see the Library streamline highlights from the oral history collection into a series of sound-scaped podcasts, to "tease" the listeners with what's available. She wants to overhaul the indexing of the oral histories online, so that they are visually engaging and intuitive. The Millennium Memory Project inspires her, and gives her some new ideas for the British Library's website.



Matthew Bonnaro

Graduate Student

Appropriate demographic/user profile info: Matthew Bonnaro is a second-year doctoral student in cognitive science at Johns Hopkins University. He earned his B.A. in psychology from Carnegie Mellon University. He is single, but currently dating another graduate student in the English department at Hopkins. They plan to get married after school and start a family.

Matthew found the link to the Millennium Memory Project website while Googling an article on the reminiscence bump.

Quote: "Memory isn't everything. But without it, there's nothing."

Day-in-the-life narrative: Matthew lives in a tiny fourth-floor walkup in Baltimore with his girlfriend and their dog, Bob. They are cordless: no TV, no DVD player, no landline phone, no stereo. They don't have the space for those things, and they don't really miss them. When they want to watch TV or listen to music, they use an iPad and a bluetooth speaker. Matthew spends 12 hours a day at the lab, anyway, and he's exhausted by the time he gets home. He would most likely peruse the Millennium Memory Project website on his lunchbreak at Hopkins, since it piques his curiosity and offers an entertaining diversion from his research.

End goals: Matthew's work focuses on the cognitive process of memory formation. His fell in love with the subject when he read Oliver Sacks' book, "The Man Who Mistook His Wife for a Hat," in high school. Matthew is skeptical that flashbulb memories are product of a special neurological mechanism. He sees the Millennium Memory Project as a refreshing approach to the topic, since it focuses on a positive, expected event. He sees potential for more formal research on memories from New Year's Eve 1999.