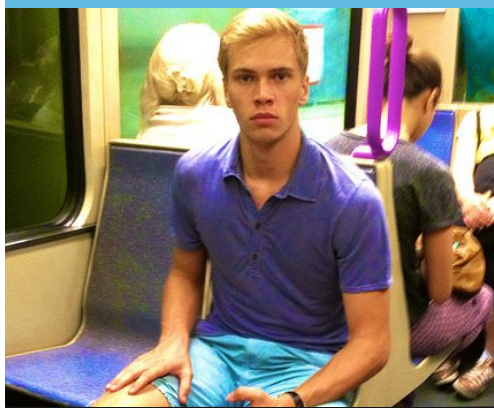# Expo User Personas

The Expo interface will be developed from the perspective of one primairy and two secundary characters. The personas are based on real user stories. The data is extracted from user tests, interviews and statistics.

Daan van Dijk

About the user
26 years old,
Male,
Single

Housing situation
Utrecht, the Netherlands
Sharing an apartment with two other guys

Education and occupation
Student at the university of Utrecht, Part time job at a webdevelopment company in the center of town

Quote
„I would prefer to be a matador instead of a doormat'

Attitude to technology
Early adopter. Knows a lot about internet, mobile technologie and social media.

Context of use
On laptop at home, in the hotel in Malta or on the smartphone when wifi is available

Key Drivers
Is a part of the open source society and has much appreciation for the creative commons licence model
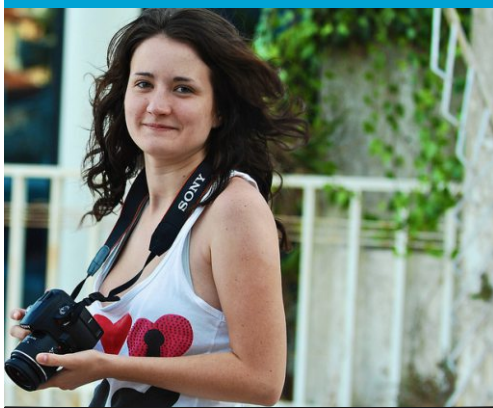
Goals and needs
Thinks the power of the internet is in sharing and collaborating so is willing to share content

Pain points
Doesn't know much about the Maltese culture

Maria Camilleri

About the user
34 years old, female,
Married with Matteo,
two daughters (5 and 7)

Housing situation
Attard, Malta
Living in a spacious apartment with double garage

Education and occupation
bachelor of financial markets, Part time job at a real estate agency in Sliema as financial conroller

Quote
„Only know you're been high when you're feeling low"

Attitude to technology
General computer knowledge
Smartphone with internet access
Experienced with DSLR

Context of use
On laptop at home or when bored at work
On smartphone at the beach or in a cafe

Key Drivers
* Proud of Malta and it's culture
* Proud of Maltese citizenship

Goals and needs
Is willing to add content but is lazy so needs an interface which guides her with the uploading

Pain points
„What's in it for me?"
Worried about copyright when uploading grandmothers wedding photo's

Alexander Vella

About the user
59 years old, male,
Widower,
two sons and one daughter

Housing situation
Sliema, Malta
Living in a maisonette close to the Sliema promenade

Education and occupation
Unemployed and incapacitated, Worked for 40 years in the scaffolding industry

Quote
„Thinking back about to good old days"

Attitude to technology
Is proud he can use the remote controll and is happy he can skype with his daughter who is abroad

Context of use
On PC at home,
sometimes alone and sometimes with the support of his son

Key Drivers
has a large collection of cultural assets that he would like to make available for the next generation

Goals and needs
Is not sure if he can provide the assests independently so probalby needs assistence

Pain points
* Assets are not digital
* Lack of computing experience