



# 07.01 — Marta (The Barista)

## STAGES

1. STIMULUS ..... 2. RESPONSE ..... 3. RESEARCH ..... 4. SUBSEQUENT ACTION ..... 5. OUTCOME

<b>DOING</b>	She is reviewing the missing parts of her university project.	Typing on google the desired subject and going to the Wikipedia article page.	In the Wikipedia article, she is scan reading the text to see if she can find the desireble informations.	Marta is copying to her notebook all the relevant informations.	Marta was able to find a solution to her problem without much issues. At first she was anxious but as soon as she got to Wikipedia via an online touchpoint, she was able to achieve the desired outcome.
<b>EXPERIENCING</b>	She is experiencing a lack of valuable informations on specific parts of the project.	She came across a Wikipedia touchpoint in Google and decided to follow through.	She is currently on a Wikipedia article about the desired subject.	She is experiencing a positive alternative to her initial problem.	
<b>THINKING</b>	She is thinking that she should add more information about some topics.	She is thinking about gathering information to finish her university project on time.	She is thinking that she will be able to add some valuable information to her project.	She is thinking about how the new added information will make her grades better.	
<b>FEELING</b>	She is anxious because she didn't realized before her project wasn't complete.	She is worried about her project's tight deadline.	She is starting to feel less worried by finding new informations.	She is now feeling enthusiastic and proud about her project.	
					



# 07.02 — João (The Journalist)

## STAGES

1. STIMULUS ..... 2. RESPONSE ..... 3. RESEARCH ..... 4. SUBSEQUENT ACTION ..... 5. OUTCOME

<b>DOING</b>	João is dealing with an image without any source and he needs to publish it on an article for his work.	Goes to Wikipedia in order to find some informations.	He tries to guess the author of the photo and types different possibilities with no positive result.	Goes to Google and do an image search instead.	João did not have a positive experience using Wikipedia, although it was his place to go when he needs some information about anything. Google was a more practical option for him because of its image search.
<b>EXPERIENCING</b>	Lack of relevant information for a job with a tight deadline.	A natural response for him to search for information in Wikipedia.	Difficulties in finding the name of the photographer.	He manages to find the author by using image search on Google.	
<b>THINKING</b>	He is thinking that he needs to find the source as soon as possible in order to publish an article.	Since Wikipedia is an habitual resource for him, he believes he will find the needed information.	He thinks Wikipedia will not satisfy his current needs.	He thinks he should use Google instead from now on because it supports an image search.	
<b>FEELING</b>	João is feeling anxious and stressed about the deadline.	He is feeling hopeful that he will find what he needs on time.	He is very frustrated about trying to search different possibilities with no success.	He feels disappointed that Wikipedia wasn't able to deliver the expected results.	
					



# 07.03 — Anna (The Researcher)

STAGES      1. STIMULUS ..... 2. RESPONSE ..... 3. RESEARCH ..... 4. SUBSEQUENT ACTION ..... 5. OUTCOME

<b>DOING</b>	Finished discovering some interesting data on her work research.	Decides to update the article about the subject of her studies.	Goes to Wikipedia and do a search on the topic. After finding the article, she tries to edit it to add new informations on the topic.	After finishing the articles changes, she leaves Wikipedia.	<p>Anna was very excited to share the new knowledge that she acquired as a consequence of her work but as soon as she went to edit an article she experienced minor frustrations related to the lack of objectivity of the website. After editing, she also felt the experience was a little impersonal, she wanted to feel more part of a community.</p>
<b>EXPERIENCING</b>	Willing to share some recently found informations about a subject.	As usual, she is not having any difficulties at this stage.	She is not being able to find where to edit the article, she misses a more direct call to action, like a big button where she can click.	She doesn't have anything else to do in Wikipedia and decides to move on.	
<b>THINKING</b>	About how great would be to divide the precious knowledge she just acquired through her research.	Wikipedia is a great way to share information with other people.	Wikipedia needs to be more practical, direct and personal for its editors.	About going out for some coffee.	
<b>FEELING</b>	Enthusiastic about her recent discoveries and the possibility to share it with other people.	Thankful because Wikipedia is such a good platform for professional researchers like her.	A bit frustrated about some minor complications to edit an article.	Bored because she doesn't feel like doing anything else on Wikipedia.	
					



# 07.04 — Júlio (The Student)

**STAGES**      **1. STIMULUS** ..... **2. RESPONSE** ..... **3. RESEARCH** ..... **4. SUBSEQUENT ACTION** ..... **5. OUTCOME**

<b>DOING</b>	Júlio decides to study some subjects for his test.	Goes to Wikipedia and organizes a series of helpful articles in Portuguese to help him study.	Júlio takes note of the most important informations from the articles.	After getting the informations on his notebook, he starts reading and studying it.	<p>Júlio started his journey worried but was willing to recover the wasted time on his week. He experienced a few difficulties because of his slow connection but managed to proceed and ended gathering precious informations to continue his studies for the upcoming test.</p>
<b>EXPERIENCING</b>	He is experiencing some guilt because he didn't study during the whole week and his test is coming.	He is experiencing some difficulties regarding his slow Internet connections.	He is being able to organize the information in a practical way.	He is reading the gathered information for his studies.	
<b>THINKING</b>	He is thinking that Wikipedia can help him.	He is thinking his Internet speed could be better.	He is thinking that he after he finishes taking his notes he will start reading to memorize the informations.	He is starting to think more positively about his studies because he managed to focus on it.	
<b>FEELING</b>	He is feeling some guilt but also he is determined to recover the wasted time.	He is feeling a little impatient about his connection speed.	He starts to feel better since he is being able to gather useful information on Wikipedia.	He is feeling determined and positive that he will manage to achieve a high grade on his test.	
					