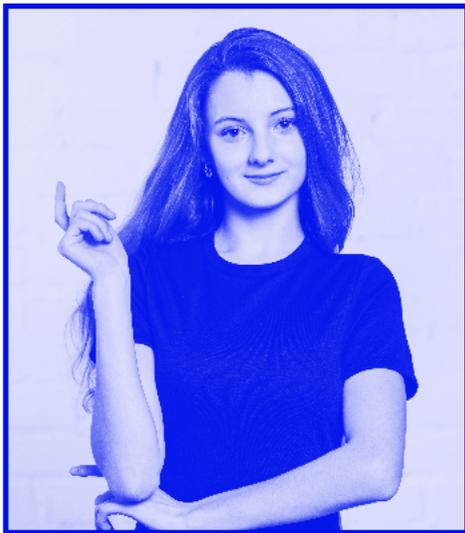


06.01 — Marta (The Barista)



"Wikipedia helps me a lot with my university projects by having information organized in a practical way."

AGE 18 | **GENDER Female** | **MBTI TYPE INFJ** | **STATUS Single**

OCCUPATION Barista & Student | **LOCATION Warsaw (PL)** 🇵🇱

ATTRIBUTES

Marta is a 18 years old student who works part-time as a barista and recently initiated her studies for a Bachelors Degree in Psychology at the University of Warsaw. Besides studying, Marta works as a barista and likes to go to the cinema with her friends, reading books and to post photos of her city on her Instagram.

GOALS

Marta's main objective on Wikipedia is to be able to find resources on a practical way for her university projects. She also likes to research information about her city, which she usually posts as comments on her photos on Instagram.

KEYWORDS

Daydreamer / Empathic / Intellectual / Caring / Friendly / Reader / Introvert / Progressive

DEVICES



MacBook Air
iPhone 6
Canon EOS 4000D

FAVORITE BRANDS



SOCIAL MEDIA



06.02 — João (The Journalist)



“It would be great to have an image-based search since I am constantly in need to find out the sources of photos with accuracy and precision without wasting valuable time.”

AGE 36 | GENDER Male | MBTI TYPE ESTJ | STATUS Married

OCCUPATION Journalist | LOCATION São Paulo (BR) 🇧🇷

ATTRIBUTES

João is a journalist responsible for the image department of a big news portal in Brazil. On his leisure time, he likes to go to photographic exhibitions, go out to dinner with his wife, and also, to ride his bicycle on the weekends at a local park.

GOALS

He uses the Wikipedia basically to find out relevant information about the images he works with. From time to time, he sees himself in a situation where he doesn't know the source of specific photos and usually, when this happens, he ends up using the image search on Google instead.

KEYWORDS

Hard working / Athletic / Decisive / Active / Driven / Impatient / Practical / Competitive

DEVICES



MacBook Pro
iPhone X
iPad

FAVORITE BRANDS



SOCIAL MEDIA



06.03 — Anna (The Researcher)

SOURCE OF ENERGY

INTROVERT |  | EXTROVERT

GATHERING INFORMATION

SENSING |  | INTUITION

DECISION MAKING

THINKING |  | FEELING

RELATE TO THE EXTERNAL WORLD

JUDGMENT |  | PERCEPTION



"I love being part of a worldwide community that works together on the task of putting human knowledge available for as many people as possible."

AGE 62 | **GENDER Female** | **MBTI TYPE INTP** | **STATUS Divorced**

OCCUPATION Researcher | **LOCATION Prague (CZ)** 🇨🇪

ATTRIBUTES

Anna is a researcher of the Department of Philosophy and Religious Studies at Charles University in Prague. She is a very intellectual divorced mother of two sons and her favorite hobbies includes browsing in second hand book shops and spending time reading in cafés.

GOALS

Despite having several academic resources for research, Anna is a Wikipedia enthusiast. She is also an editor and enjoys updating articles that are related to her and studies and research.

KEYWORDS

Intellectual / Patient / Mother / Independent / Mature / Philosopher / Thinker / Conservative

DEVICES



HP Notebook
Samsung Galaxy A8
Amazon Kindle

FAVORITE BRANDS



SOCIAL MEDIA



06.04 — Júlio (The Student)

SOURCE OF ENERGY

INTROVERT | ——— | ○ | ——— | EXTROVERT

GATHERING INFORMATION

SENSING | ——— | ○ | ——— | INTUITION

DECISION MAKING

THINKING | ——— | ○ | ——— | FEELING

RELATE TO THE EXTERNAL WORLD

JUDGMENT | ——— | ○ | ——— | PERCEPTION



“Sometimes I experience some difficulties because I don’t have a high speed Internet connection.”

AGE 16 | **GENDER Male** | **MBTI TYPE ENTP** | **STATUS Single**

OCCUPATION Student | **LOCATION Rio de Janeiro (BR)** 🇧🇷

ATTRIBUTES

Júlio is a student who lives in a community neighborhood in Rio de Janeiro. He is currently studying in order to compete for a spot at a local public university. He wants to become a lawyer and loves to play football with his friends when he has some free time.

GOALS

Júlio don't have much access to other sources for his studies besides his school material. Wikipedia, by having lots of articles on his mother language, is a valuable alternative for him to complement his studies.

KEYWORDS

Funny / Playful / Dedicated / Active / Extrovert / Ambitious / Dreamer

DEVICES



Desktop Computer
Nokia 2

FAVORITE BRANDS



SOCIAL MEDIA

