

Curious Nerd

Kate Flores



Age: 28

Occupation Production Assistant,
Netflix

Education Level Bachelor's Degree

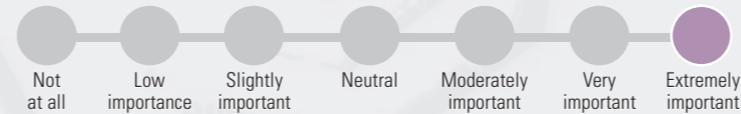
I'm watching "The Sound of Music" and Googled Maria von Trapp to learn more about her.

Primary Goal

I need what I'm searching for to be easy to read on my mobile phone, and I want to be able to easily share anything interesting I find on Facebook.

Desired Features for Digital Platforms

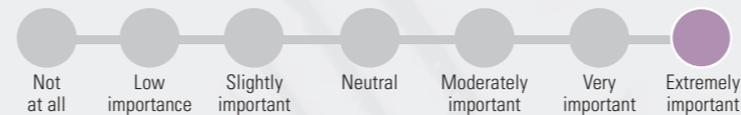
Mobile-Friendly Experience



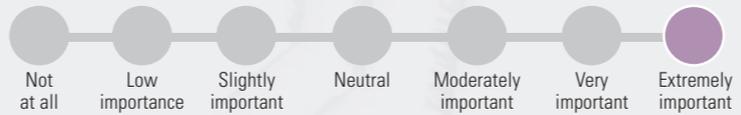
Consistent Look and Feel



Interactive and Multimedia Content

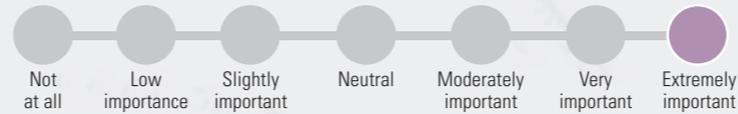


Social Media

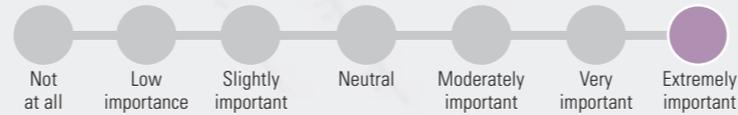


Digital Platforms of Interest

Blogs



Mobile apps



National Archives Catalog



Digital devices used

Smartphone (preferred); tablet, laptop, desktop



Tech savvy



First touchpoint with NARA

Google search for

"Maria von Trapp"



Top Google Searches

- | | |
|-------------------------|------------------------------------|
| 1. von trapp family | 5. true story about sound of music |
| 2. vontrop family | 6. the von trapp family |
| 3. maria von trapp | |
| 4. the von trapp family | |

Related sites

- | | |
|-------------------------------|--------------|
| 1. Wikipedia | 4. Biography |
| 2. The Sound of Music website | 5. Amazon |
| 3. CNN | 6. NYTimes |

Frustrations

- This page is almost impossible to read on my mobile phone.
- I want to see more photos and less text. I want snappy facts.
- I can't easily share this on any social platforms.

CURIOUS NERD

Kate Flores

Female, 28 years old, Production Assistant with Netflix



USER STORIES

- As a mobile user, I want the website to display properly on my phone so that I can read it.
- As a mobile and social user, I want to be able to quickly scan text and see fun facts so that I am entertained.
- As a mobile and social user, I want images that are large across my screen so I can see them and easily swipe to view more.
- As a curious person, I want to know what the National Archives has that is different from other places so that I know when to use it.
- As a web user, I want links to explore so that I can learn as much as I want.
- As a social media user, I want to be able to easily share images so that I can post them to my Facebook account and share this story with my friends.
- As a Pinterest user, I want a Pin It button and some great eye candy so I can highlight content that reflects my interests .
- As a Twitter user, I want a cool fact and good picture so I can tweet and impress my friends.
- As a Google searcher, I want to look up fun facts so that I can learn more about pop culture.
- As a Google searcher, I want the text I see in results to be relevant and enticing so I know where to click.
- As a curious person, I want to see more photos of the Von Trapps and find out fun gossip about the family so that I can identify with them and make more memories about a subject I feel nostalgic about.