

PATRICK

The Curious Explorer

Frustrations

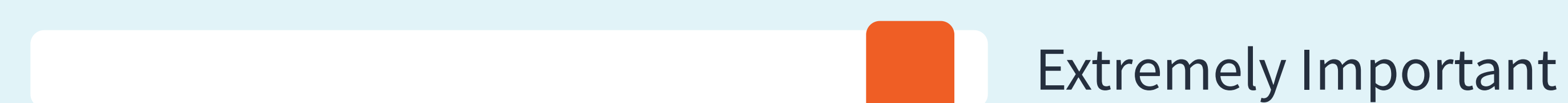
This page is almost impossible to read on my mobile phone.

I want to see more photos and less text. I want snappy facts.

I can't easily share this on any social platforms

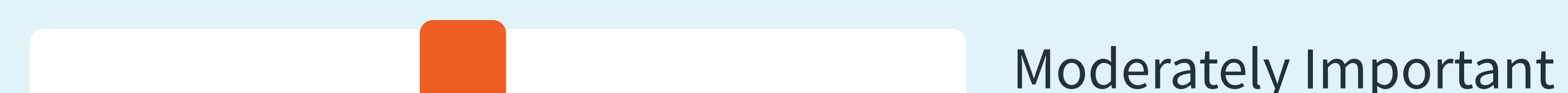
Desired Features

Mobile-Friendly



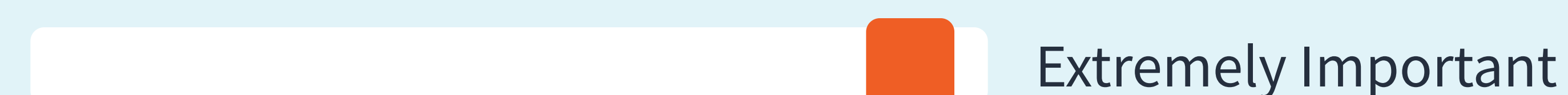
Extremely Important

National Archives Catalog



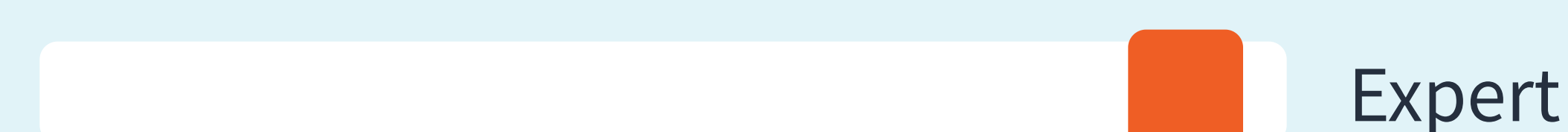
Moderately Important

Consistent Look and Feel



Extremely Important

Technical Expertise



Expert

Devices Used



Mobile



Tablet



Desktop

Goal

I want to easily search with my mobile phone, and easily share on social media.

User Stories

I want the website to display properly on my phone so that I can read it.

I want to be able to quickly scan text and see fun facts so that I am entertained.

I want images that are large across my screen so I can see them and easily swipe to view more.

I want to know what the National Archives has that is different from other places so that I know when to use it.

I want links to explore so that I can learn as much as I want.

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.

I want a Pin It button and some great eye candy so I can highlight content that reflects my interests.

I want a cool fact and good picture so I can tweet and impress my friends.

I want to look up fun facts so that I can learn more about pop culture.

I want the text I see in results to be relevant and enticing so I know where to click.

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.

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



The U.S. National Archives and Records Administration
www.archives.gov/digitalstrategy/personas