



Genealogist

Mildred Mapleton



Age: 71

Occupation Retired teacher (Jr. High Social Studies) and cat lover

Education Level Bachelor's degree

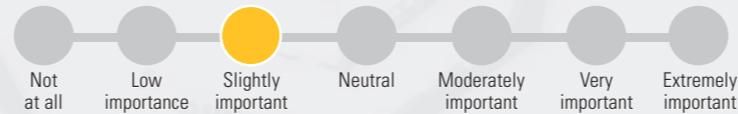
I finally have time and I'm excited to research my family history for my grandchildren.

Primary Goal

I am looking for records that will help me learn about my family history.

Desired Features for Digital Platforms

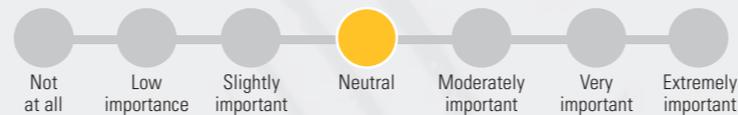
Mobile-Friendly Experience



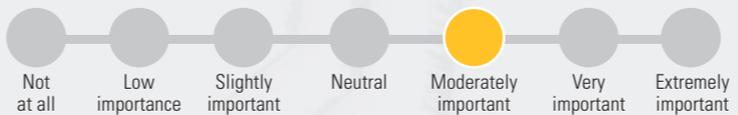
Consistent Look and Feel



Interactive and Multimedia Content

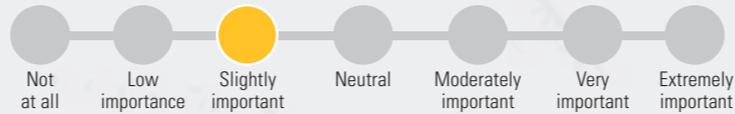


Social Media



Digital Platforms of Interest

Blogs



Mobile apps



National Archives Catalog



Digital devices used

Desktop (preferred), smartphone, tablet



Tech savvy



First touchpoint with NARA

Google search for

"genealogy"



Top Google Searches

- | | |
|---------------------------|----------------|
| 1. genealogy | 4. 1920 census |
| 2. vietnam war casualties | 5. 1910 census |
| 3. death records | 6. 1900 census |

* Top search terms that pointed to a URL including "research" but excluding topics that are represented by veterans or are clearly not genealogical research topics

Related sites

- | | |
|--------------------------|------------------------|
| 1. Ancestry | 5. Cyndislist.com |
| 2. Fold3 | 6. Dear Myrtle's blog |
| 3. FamilySearch | 7. Dick Eastman's blog |
| 4. New England Ancestors | |

Frustrations

- I don't live near a NARA facility where I can get more personalized help. How can I get that kind of service online?
- I don't have a subscription to Ancestry.com, but it seems like I need one to get what I want easily.
- Why can't I just plug in a name to access my ancestor's records? What I need is available on your microfilm, but I can only find microfilm roll lists or indexes on your site, not the records.

GENEALOGIST

Mildred Mapleton

Female, 71 years old, retired teacher



USER STORIES

- As a newly retired person, I want to find out about my family history so that I can share it with my grandchildren, but I have no idea how to start.
- As our family's historian, I want to find out what records NARA has so that I can research my family history.
- As a disabled person, I want to find out how I can search for my family history online, so I don't have to travel.
- As a curious person, I want to find my grandparents in the 1920 and 1930 censuses, so I can find out who their parents were.
- As our family's historian, I want to find my great-great-grandfather's Civil War service records and then see if his wife received a widow's pension at his death so that I can gain new insights about the family.
- As a genealogist, I want to find the arrival of my great-grandparents in the New York passenger lists so that I can add their immigration dates to my timeline of their lives.
- As a genealogist, I want to find my great-great-grandfather's naturalization record so I can see if it lists his specific town of origin.
- As an American with supposedly some American Indian ancestry, I want to prove my Native American heritage and look in the Dawes Rolls so that I can apply for tribal membership.
- As a history enthusiast, I am looking for pension and bounty land records for my Revolutionary War ancestor, so I can learn more about the family and their migration after the war.
- As the descendent of an African-American woman, I want to find out if my ancestors were enslaved so I can better understand my family's past.
- As a family historian, I want to find the land records of my great-great grandparents who were homesteaders in Iowa, so I can see if the records give me any new information about the family.
- As a curious person, I want to find a picture of the Navy ship that my father served on in WW2, so I can use it to illustrate my biography about him.
- As a family member, I want to find the casualty record for my brother in the Vietnam War, so I can share it with his wife and children.
- As a genealogist, I want to find War of 1812 records for my ancestor, so I can better understand him through the physical descriptions provided in these records.
- As a family researcher, I want to find my family in the 1860 census so I can find the names of my ancestor's older siblings, since he was the only child listed in the family in 1870, at age 18.
- As a granddaughter, I want to find my grandfather's WWI draft registration form so that I can see where he was living at that time, and to see his signature.
- As a retired person, I want to access a genealogy workshop schedule so that I can attend.
- As a retired person with a disability, I want to connect with other genealogists around the country without leaving the house.
- As a family history researcher, I want family group sheets and blank census forms so that I can fill out the results of what I find.
- As a family history researcher, I want to be able to share my findings with my grandchildren on Facebook and Ancestry.com.