

PERSONA



Piper | 30 yrs old

“Social media connects me to people who are significant ”

Job: Freelance photographer

Lives in: New York, NY

Works in: New York, NY

Primary Device: iPhone

Scenario

Piper is a freelance photographer, based in New York City. She uses social media for entertainment, to promote herself, to grow her professional network, and to find inspiration for her portfolio. She likes social media, but she spends time viewing content that is not relevant to her goal at hand. Piper wants to maximize her time on social media in order to engage with influential content.

Goals

- ❖ Grow a professional network
- ❖ Find inspiration for her photography work
- ❖ Maximize her time spent on social media to engage in content that matters to her

Pain Points

- ❖ Distracting feeds that are not relevant to her current objective
- ❖ Perceived success from other photographers' posts can make her feel inadequate
- ❖ The size and popularity of the app makes it hard to build the connections she needs

Needs

- ❖ Maintain and engage with her current professional connections
- ❖ Filter her feed to display posts relevant to her current need

Behaviors

- ❖ Uses posts from other photographers to gain inspiration for her photographs and portfolio
- ❖ Uses Instagram for 2.5 hours every day
- ❖ Scrolls through feeds instead of commenting on or engaging in posts.
- ❖ Uses Instagram to stay in touch with friends and family.