



PRIORITY: Primary Persona

Robert

Satire Writer

Robert loves joking with his friends and uses Facebook to share his comical musings with everyone.

- “Facebook keeps me connected not only to my friends, but to what’s going on with them and in the world.”
- “It’s not that I can’t live without Facebook, I’d just prefer not to try.”
- “Sometimes the best part about logging is seeing the hilarious comments my friends make on the stuff I upload—comedy gold.”

KEY DIFFERENTIATORS

- Spends 4+ hours on Facebook daily.
- Shares content daily.
- Maintains relationships through Facebook.

PERSONAL PROFILE

While Robert is very active in his personal life, he stays connected to the Internet continually; through his computer or mobile phone. Being a satire writer for one of America’s premier magazines, it’s a crucial part of his job to be connected to all things popular, political, and otherwise. Several of his best friends work with Robert, and they spend a lot of time together outside of work.

Robert is the inspiration for many of the stories that make it into the magazine and his friends all agree he is the one that holds the group together. Whether drinking a Rum & Coke with the guys at the bar or ideating in the writer’s room, Robert is the cool kid everyone wanted to be growing up.

Facebook gives Robert the opportunity to share with all of his friends the hilarious articles and videos he comes across throughout the day. In fact, Facebook has been the focus of many jokes with the writers at the magazine, in the sense that all of the writers that use Facebook have succumb to Facebook’s addictive powers. Being the popular guy he is, Robert changes stigma and maintains that you can be a nerd and still be cool.

USER GOALS

- #1: To maintain connections and check responses on his posts.
- #2: Uses status updates to post comical quips and inside jokes for all his friends to see.
- #3: To share with everyone on his friends list all the funny content he comes across on the internet.

FACEBOOK PROCESS DURING TYPICAL VISIT



Robert– The Resident

TOP FACEBOOK FEATURES/APPLICATIONS USED

- #1: News Feed
- #2: Comments
- #3: Notifications
- #4: Photos
- #5: Chat
- #6: Videos

PERSONAL INFORMATION

- LOCATION: Tucson, AZ
- AGE: 27
- HOME LIFE: Single, one dog named Max
- PERSONALITY: Extremely extroverted; loves Saturday Night Live Shorts; goes out with friends over the weekend; tends to be life of the party and the “funny guy;” thinks life is way too short to be taken seriously.

FACEBOOK USAGE STATS

- NUMBER OF FRIENDS: 393
- NUMBER OF GROUPS: 33
- NUMBER OF PHOTOS TAGGED IN: 152
- NUMBER OF PHOTO ALBUMS CREATED: 44
- FREQUENCY OF FB USE AND DURATION: Logs in from work in the morning, goes through notifications and updates, and then begins to comment on friends’ pages. After work, goes home and logs on again to post links, videos, photos, and other content to his and his friend’s profiles.



PRIORITY: Secondary Persona

Susan

Certified Public Accountant

Susan may work with numbers all day, but she really loves people (and knowing *everything* about them)!

- “I work long hours and rarely get a chance to chat on the phone with my girlfriends.”
- “When I see a relationship status change, I instantly get excited and can’t wait to find out what happened!”
- “Who doesn’t like to see what their ex-boyfriends are up to?”

KEY DIFFERENTIATORS

- Checks Facebook often, on computer and phone, but rarely posts anything.
- Gathers a lot of information from Facebook, shares little.
- Will friend people just to be able to see their profiles, not to connect with them personally.

PERSONAL PROFILE

Susan has always loved people – being with people, talking with people, and talking about people. Her job requires her to work more with numbers and data than people, and she needs an outlet to sustain her curious nature. For Susan, Facebook is a form of virtual people-watching, and she soaks up every second she can get of it.

While she rarely posts any status updates, writes on people’s walls, or comments on content, she is always aware of what is going on with her friends on Facebook. Her network of friends on Facebook is not discriminating since she doesn’t post much about herself – she happily “friends” anyone she knows, from colleagues and friends from high school and college to new romantic prospects and people she meets while out and about. She usually spends a few minutes looking at someone’s profile when they become “friends.”

Susan has always been the one her friends go to for the inside scoop, and Facebook has only increased her status as the “gossip girl,” but only to those who know her really well, as to everyone else on Facebook, it seems she is rarely online. She is though – lurking and gathering loads of information about people’s lives.

USER GOALS

- #1: Staying up-to-date on what is happening with her friends and acquaintances.
- #2: Learning “the scoop” before anyone else.
- #3: Gathering as much information as she can about her friends, ex-boyfriends, current boyfriends, new people she meets, and so on.

FACEBOOK PROCESS DURING TYPICAL VISIT



Susan – The Investigator

TOP FACEBOOK FEATURES/APPLICATIONS USED

- #1: News Feed
- #2: Search box
- #3: Recently updated profiles
- #4: SMS (text) alerts
- #5: Photos
- #6: Notifications

PERSONAL INFORMATION

- LOCATION: Manhattan, New York
- AGE: 26
- HOME LIFE: Happily dating many people; would like to be married by 30.
- PERSONALITY: Very extroverted; socially adept; corporate ladder climber; the “go-to” gal in her social circle for all the latest gossip and fashion trends.

FACEBOOK USAGE STATS

- NUMBER OF FRIENDS: 714
- NUMBER OF GROUPS: 7
- NUMBER OF PHOTOS TAGGED IN: 432
- NUMBER OF PHOTOS ALBUMS CREATED: 14
- FREQUENCY OF FB USE AND DURATION: Logs in when she gets to work in the morning, spends about 5 minutes checking to see if anything juicy went on the night before. Rarely has time to check it throughout the day, but keeps it open in her browser to check in every couple of hours. Uses it in the evenings when she is home.



PRIORITY: Secondary Persona

Deepti
Student

Deepti “keeps herself sane” by entertaining herself on Facebook with games and reading her friends’ status updates.

- “I update my status with funny quotes, music lyrics, or random things I’m doing.”
- “It’s nice to keep in touch with old friends and people who don’t live here.”
- “I probably spend more time reading other’s people’s stuff. I don’t post a lot or update my status every day. “

KEY DIFFERENTIATORS

- At least half of her friends on Facebook are casual acquaintances
- Uses Facebook as a distraction when she is doing work
- Doesn’t feel “addicted” to Facebook

PERSONAL PROFILE

Deepti is a junior in college and spends a lot of time on the computer writing term papers for class. She has a lot of friends from high school that she doesn’t get to see as much now that she’s in college and likes to keep in touch with them on Facebook. Deepti used to use Orca as her social network of choice, but when she started school in America she saw that her peers were using Facebook and made the switch herself. When Deepti is writing a paper or doing research she leaves Facebook open in her browser and checks it every 15 minutes to check for new updates. She likes to play games with her friends back home to entertain herself. She prefers other chat applications such as AIM or GChat to using Facebook chat. Her current Facebook profile picture is of her and her best friend from a recent party she attended.

When Deepti goes back to India for school breaks, her Facebook usage drops considerably, and only checks it for a few minutes a day to look at her notifications. She would rather be spending time with her friends in person when she can.

USER GOALS

- #1: Being entertained
- #2: Using the same network that her peers use
- #3: Keeping connected with friends she doesn’t see frequently anymore
- #4: Being distracted from work

FACEBOOK PROCESS DURING TYPICAL VISIT



Deepti – The Entertainment Seeker

TOP FACEBOOK FEATURES/APPLICATIONS USED

- #1: News Feed
- #2: Photos
- #3: Notifications
- #4: Games
- #5: Events
- #6: Quizzes
- #7: Groups

PERSONAL INFORMATION

- LOCATION: Currently Seattle, WA, originally Mumbai, India,
- AGE: 21
- HOME LIFE: Single; no children; recently moved out of parents’ house
- PERSONALITY: Extroverted; likes to feel connected to her friends; has many acquaintances and a close group of friends; likes to hang out at the local bowling alley or dorm rooms of friends on the weekends.

FACEBOOK USAGE STATS

- NUMBER OF FRIENDS: 552
- NUMBER OF GROUPS: 23
- NUMBER OF PHOTOS TAGGED IN: 656
- NUMBER OF PHOTOS ALBUMS CREATED: 10
- FREQUENCY OF FB USE AND DURATION: Logs in usually once a day and is on for as little as five minutes to check her notifications to several hours for when she is doing work and checking for updates every 15 minutes.



PRIORITY: Secondary Persona

Jillian

Non-Profit Event and Communications Manager

Jillian is always on the go for her job. She needs to stay informed about what else is going on in the non-profit industry, as well as publicizing her own company's events. Facebook Mobile helps her to stay connected.

- “Facebook is great for sharing causes I care about.”
- “Facebook helps me publicize my events to targeted audiences.”
- “I’ve made quite a few business connections on Facebook through being part of certain groups.”

KEY DIFFERENTIATORS

- Uses Facebook Mobile more than using it on a computer.
- Facebook is a networking tool more for her job than friends.
- Sees Facebook as an outlet for “making the world a better place.”

PERSONAL PROFILE

Jillian is very active, both in her professional and personal life, and is continuously on the go. While she uses the computer frequently for her job and for personal use, she is rarely sitting at her desk for longer than an hour. She relies on her iPhone and all of the apps it offers to keep her connected to email, RSS feeds, news, calendars, Twitter, and Facebook. She links her Twitter and Facebook accounts to reach the broadest audience possible with her events, status updates, and links to causes, stories, and other organizations she cares about, both professionally and personally.

Her job and personal life intertwine most of the time, as she loves what she does, and would do it for free. In addition to her fast-paced, never-ending job, Jillian volunteers for numerous organizations of a wide variety of causes. From animals rights and sustainability to political campaigns and poverty reduction, Jillian is interested in most social causes and all forms of civic engagement.

Jillian uses social networking tools to promote the causes she cares deeply about, inspire others with Gandhi and Roethke quotes, share current event stories and “socially conscious” organizations, and create and manage events both for her profession and the numerous organizations she volunteers for. Overall, Jillian uses Facebook for the “greater good,” believing that one person can always make a difference, and with features and applications offered by Facebook, she can reach a wide audience and connect with people who share her passions.

USER GOALS

- #1: Sharing causes & organizations she believes in.
- #2: Connecting with like-minded people.
- #3: Inspiring others.
- #4: Making a difference.

FACEBOOK PROCESS DURING TYPICAL VISIT



Jillian – The Greater Good User

TOP FACEBOOK FEATURES/APPLICATIONS USED

- #1: Status updates
- #2: Events
- #3: News Feed
- #4: Groups/Pages (creating and joining)
- #5: Links
- #6: Social Causes
- #7: Notes
- #8: GoodReads

PERSONAL INFORMATION

- LOCATION: San Francisco, CA
- AGE: 34
- HOME LIFE: In a long-term relationship; no plans to get married or have children; has two Australian Shepherds
- PERSONALITY: Very active; energetic; outgoing and not afraid to speak up for what she believes in; politically and socially aware; well-read; has a lot of casual friends, but only a few people she truly confides in.

FACEBOOK USAGE STATS

- NUMBER OF FRIENDS: 1,132
- NUMBER OF GROUPS: 294
- NUMBER OF PHOTOS TAGGED IN: 61
- NUMBER OF PHOTOS ALBUMS CREATED: 7
- FREQUENCY OF FB USE AND DURATION: Is on Facebook Mobile all day long to share news, stay informed, and post status updates. Logs in on her computer at least once a day to create events, send longer messages, and do more time-consuming tasks.



PRIORITY: Anti-Persona

Nelson

Computer Programmer

Nelson is apathetic about Facebook. It's not that he's incapable of using Facebook tools, he's just not interested.

- "I wouldn't consider time on Facebook valuable, it's not like seeing my friends in person."
- "I know I could be missing out on stuff, but I don't care."
- "Facebook is just another social networking fad."

KEY DIFFERENTIATORS

- Not interested in exploring Facebook or is unsure of its value
- Wouldn't be sad if Facebook were to shut down
- Most of his good friends don't use Facebook

PERSONAL PROFILE

Nelson spends most of his day in front of a computer screen. He loves solving technical problems and working with the computer. He likes to play guitar when he gets home from work or catch up on his favorite video games. Nelson has a Facebook account, but only because an ex-girlfriend pressured him into creating one when they were dating. He checks it a few times a week or sometimes as infrequently as a few times a month if he forgets about it. He prefers to spend time with his friends in person, through email, or over the phone. Nelson calls his family at least once a week, but since most of them are not on Facebook, he sees no use in keeping in touch with them that way. Most of his friends found him on Facebook, and he almost never seeks out friends himself. He's never changed his profile picture or his interests and has very little personal information in his profile.

Nelson hasn't explored any of the applications and has a very limited understanding of the different features on Facebook. He knows how to respond to comments that he receives, but does not know how to post on his friends' walls or how to share a link. It's not that he's incapable, he's just not interested.

USER GOALS

- #1: Keep in touch with friends
- #2: Separating his social life from his online life
- #3: To quickly see if his friends are doing anything interesting
- #4: Have his friends and acquaintances know what he's doing without having to tell them (through being tagged in photos and posts)

FACEBOOK PROCESS DURING TYPICAL VISIT



Nelson: The Anti-Persona

TOP FACEBOOK FEATURES/APPLICATIONS USED

- #1: News Feed
- #2: Photos
- #3: Notifications
- #4: Groups

PERSONAL INFORMATION

- LOCATION: Cambridge, MA
- AGE: 29
- HOME LIFE: Unmarried; no children; has been dating the same girl for five months
- PERSONALITY: Introverted; spends a lot of time reading blogs and doing work on the computer; has a Black Lab named "Woz," after Steve Wozniak, the co-founder of Apple, which he often brings to the park in his neighborhood.

FACEBOOK USAGE STATS

- NUMBER OF FRIENDS: 25
- NUMBER OF GROUPS: 2
- NUMBER OF PHOTOS TAGGED IN: 54
- NUMBER OF PHOTOS ALBUMS CREATED: 1
- FREQUENCY OF FB USE AND DURATION: Two times a week for about 15 minutes to check the News Feed