






Persona 1:	The Art Enthusiast
Photo:	
Name:	Guillermo
Job Title and Responsibilities:	Asset Manager for a retirement fund
Demographics:	<ul style="list-style-type: none"> • 43 years old • Lives in Manhattan • Married but childless • High household income • Minored in art history in undergrad
Goal and Tasks:	Guillermo cultivates his interests in art, wine and classic cars. But with the art, he gets obsessive. He loves to hit the galleries and afterward he loves to research what he's seen, particularly at collections such as the Frick. It's common for him to spend hours poking around on the websites of major museums, libraries and collections to learn more about the art he loves so much.
Environment:	Most of his browsing of museum sites takes place in his small home office on his expensive 30" Mac cinema display. He normally has a glass of bordeaux in hand, as it's late in the evening by the time he gets home and has time for his own curiosities.
Quote:	"I love this stuff. I love it when I find someone at a cocktail party that knows art as well as I do, and we can talk about the nitty gritty details on certain pieces. It makes me feel good to show I'm informed."

Persona 2:	The Student
Photo:	
Name:	Fatemah
Job Title and Responsibilities:	Art history student at the School of Visual Arts
Demographics:	<ul style="list-style-type: none">● 23 years old● Still living on her parent's college savings fund● Fifth year of her undergraduate degree● Lives in Brooklyn● Wants to be a curator one day
Goal and Tasks:	Completing projects for school assignments are Fatemah's main goals.
Environment:	Fatemah is often working on her Macbook Air, which only has an 11" screen. When she has to do more serious work, she uses the bigger displays on the desktops in the SVA computer lab. Frequently she is working in groups, where she has to share information, images and ideas.
Quote:	"I can't believe I've put this assignment off till the last minute. I need to be able to get these images pronto, and get my work done, so I can still have time to go out to the bar tonight to see my friends."

Persona 3:	The Professor
Photo:	
Name:	Tina
Job Title and Responsibilities:	Associate professor of art studies at Columbia University
Demographics	<ul style="list-style-type: none"> • 51 years old • Married • Has been teaching since she finished her doctorate in 1994 • Lives in Morningside Heights • Has two teenage boys
Goal and Tasks:	Tina is constantly seeking new material for her lectures, so she spends a lot of time pulling down images from museums, library and collections websites. She has tons of images stored locally on her computer, which her teenage sons give her a hard time about. She doesn't know much about computers but she spends a lot of time working on them, in particular preparing her lecture presentations and any talks she has to give to support her continuing research.
Environment:	Tina works mostly on a laptop that she carries with her to the university and then to home. She has a docking station that lets her hook up to a larger display in the office. She works mostly during the day and during the week because hey, she's tenured.
Quote:	"Where the heck did I put those images again? Were the on the desktop, or did I stash them in a folder someplace?"

Persona 4:	The Professional
Photo:	
Name:	Roland
Job Title and Responsibilities:	Head of the Art and Picture Collection at the New York Public Library
Demographics	<ul style="list-style-type: none"> • 53 years old • Earns a solid but not extravagant salary • Recently divorced, two teenage children • Lives in New Jersey but doesn't like to talk about that • Just started the job at the Library
Goal and Tasks:	Roland is meticulous in his work, and spends a great deal of time paying attention to details, both in the administration of his duties and in the art pieces that he scrutinizes. He needs tools that return quality information to him and help him to do his job, preserving art and pictures and making them available to the research community and the public in the context of the library.
Environment:	Roland likes to keep his work in the office, where he works on a large high resolution device. He often presents to colleagues on a plasma screen in a shared conference room, and will use tools directly in that setting to discuss an artwork or photo.
Quote:	"I am very careful about the work I do because these valuable cultural artifacts need to be preserved and shared across generations. That is the role of the library, and its librarians, of which I am one even if I deal with art and pictures rather than books."

Persona 5:	The Teammate
Photo:	
Name:	Levi
Job Title and Responsibilities:	Project Manager at MXD Exhibitions, Inc.
Demographics	<ul style="list-style-type: none"> • 29 years old • Studied business and minored in art history in undergrad • Earns \$65,000 a year • Lives in Long Island City • Strong social life but no commitments
Goal and Tasks:	Levi is collaborating with Tina on a project to build an educational application for art students. He's helping her spend down a grant to create a mobile application to learn about specific art forms and periods. Tina shares images and information with him, often in emails or via links to the websites of museums, collections and libraries. His job is to sort through it all and help the developers he is working with make sense of it all.
Environment:	Levi works out of a coworking space in Tribeca. He's easily distracted and spend a lot of time on twitter and facebook, which means he is constantly close to missing his deadlines. He has a nice Macbook with a good sized display.
Quote:	"I really wish Tina would take a computer class; sharing all of these images and related information would be easier if I didn't have to pick through all of her email attachments all of the time."