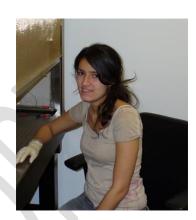# Primary Persona
Marcela Serrano

Age: 22 years.

Gender: female.

Profession: marine biology student at the National University of Colombia in Santa Marta.

Interests: she began to collect shells since she was a child, every time she was having vacations on the beach. She decided to study marine biology because of her passion to the sea. Now she is working on her thesis which is about the ecology of mollusks in a bay. She wants to work in coastal planning, but also she wants to be malacologist, and in pursuing so, she accepted the invitation of her professor to be his assistant, so she is in charge of organizing the shells collected at the institute and make a pre-classification, before sending them to the museum.

Goals: the web site will provide her with the tools that otherwise she would have had looking at many different books or writing to different specialists around the world. After using the taxonomic key and obtaining the name of a species, she will use the institutional information to communicate through the blog with the experts in that species and talk about a new finding in a species name or distribution. The blog is also the space where she interacts with other marine biology students that created a network. There she will post her comments, pictures and videos of the shells and locations where they were found.

Scenario: the expedition to Malpelo Island has arrived. The students that were on board collected thousands of shells, which were given to Marcela. After organizing them and selecting those that need to be classified, she uses malacology.net to begin the taxonomic identification. For those shells that she could identify through the Taxonomic Identification Keys, she prints out the Species Identification Sheet (SIS) and give to the professor. She remains with those that couldn't be identified. After checking on the books and confirm that the identity is unknown, she looks on the authors details of the SIS to see where they work. She sends communications to them using the institutional information provided on the web site and also post a comment on the blog, with pictures of the shells. A student form Brasil posts a comment stating that she has a similar shell and give her a possible name for the species which is confirmed by one of the experts from the University of Cuba that answers to her e-mail.

Expectations: she has a lot of work to do, so her priority is speed. The taxonomic key should work fast and give the species name without delay. The layout of the SIS is the most important for her, and specially the organization and readability. The layout of the page is important, it must look nice but serious and professional.

Reference: http://biomembrane.engin.umich.edu/people/pics/marcela2.jpg

Secondary Persona
Orlando Campos

Age: 35 years.

Gender: male.

Profession: sales. He works on commission to sell different products, such as shells for collectors.

Interests: while trying to get clients to sell the shells, Orlando learned about mollusks taxonomy. He is interested in getting knowledge of the shells he sells, so he can increase the value of the shells. Also he wants to reach the selected group formed by malacologists, not only collectors.

Goals: Orlando wants to get a full membership on malacology.net to get taxonomical identification of the shells, the SIS and to offer the shells in the blog.

Scenario: Orlando gets a shell in the market. He is not familiar with its appearance, so he goes to malacology.net and find out is a rare species in high risk of extinction. He prints the SIS for his collection, and post an announcement on the blog about the precious shell.

Expectations: he is not computer savvy. He expects more of functionality than of layout. For him the most important part of the web site is the blog, including the capacity to show and see pictures of the shells that are sold there.

Reference:
http://www.facebook.com/profile/pic.php?uid=AAAAAQAQUInwkRUN1J8IZmXC928u4AAAAArBW6vRR5
05ckVpFGaNKSmJ

Complementary Persona
Manuela DeFrancisco

Age: 10 years.

Gender: female.

Profession: 5th grade student.

Interests: she began to collect shells going on the weekends to the beach with her father who has a collection of shells of the beach of San Andres. She enjoys doing that and also learning what her father tells her about each shell.

Goals: the girl wants to use the taxonomic identification key, and get the SIS. She needs to read first the instructions to learn how to use the key.

Scenario: Manuela has to make a science project for the school. She wants to present her father's shell collection with their scientific names. With the help of her father she will access the web site and use the taxonomic identification key to find out the names of the shells and also make a book with their species identification sheets.

Expectations: Manuela found what she needed but she would have liked to find a kids section. The web site was too serious for her. She would enjoy the site more if there were some SIS with nice drawings, more pictures and colors. Also, there were some terms that even her father didn't know and couldn't explain to her. She would have liked to see it in a more easy-to-read language.

Reference: http://images03.olx.cl/ui/2/71/09/27506209_1.jpg