Examples for Persons from a Literature Web Project

The project *ELSA - Elektronisches Literaturarchiv Saar-Lor-Lux* (*Electronic Literature Archive Saar-Loor-Lux*) realized a prototype of an online archive featuring the works of authors and poets from the federal state of Saarland and its neighboring states and regions. As an integral part of *ELSA*, a persona project was conducted to make the Web site attractive for the general public and provide optimized access for specific target groups, e.g. for high school students who have to study regional literature and for people interested in regional literature (so-called interested laymen and laywomen).

Persona for the target group "interested laymen and laywomen"

Name	Vanessa Backes
Age	68
Profession	Retired
Hobbies	Local history ("Heimatkunde"), member of the local history society Burbach, literature from the Saarland, especially in the local dialect ("Mundart")
Computer literacy	Basic knowledge from her previous job
Computer equipment	PC Pentium III, 700 MHz, 64 MB RAM, 10 GB harddrive, CD-ROM drive, loud speakers, 15" monitor
Internet literacy	Low, took a VHS (adult education) class
Internet access	Browser Netscape Navigator 4.7, 56k-Modem
Relevance to ELSA	Personal interest in regional literature
Information needs and goals	Collects poems and literature in the local dialects for poetry readings in the local history society. Is interested in additional information on the artists and regional allusions.

Tasks and goals for the persona Vanessa Backes

Vanessa is a member of the local history society Burbach. Together with other members she organizes a monthly reading circle for regional poetry and literature. For these events she is looking for material in public libraries, the media, and the Internet. Apart from the poems and literature itself, she is also interested in information about the artists to present the works in a local context. She is especially interested in recordings of poems and literature as she has a fancy for the regional dialects and wants to study them closely in order to be able to read out the works in a correct manner. Vanessa learned about the *ELSA* Web site from reports in the local media.

Technical equipment of the persona Vanessa Backes

Some month ago, Vanessa was given the discarded personal computer of her son Heinz as a present as she showed some interest in learning to use the Internet. It's a personal computer Pentium III with 700 MHz, 64 MB RAM and a ten GigaByte hard drive, a CD-ROM drive, a 15" monitor and loudspeakers of medium quality. For Internet access serves a 56k modem. The Internet access is provided by the local Internet provider Saarlink. The browser is Netscape Navigator 4.7.

Computer background and Internet literacy of the persona Vanessa Backes

Before being retired Vanessa worked as a clerk for the town of Burbach. She used the computer for administrative tasks and became quite familiar with it. Nevertheless, she has acquired only basic user skills and does not dare to do installation or configuration work. For doing this kind of work, she contacts her grandson Stephan who is quite computer savvy and supports her in this kind of work. When Vanessa showed interest in the Internet and got the computer, Stephan urged her to take the class "Internet for senior citizens" at the Volkshochschule (adult education center) in order to get familiar with the possibilities the Internet offers. After taking this class, Vanessa has some basic knowledge about the Internet and is familiar with the basic functions of browsers and search engines.

Persona for the target group "highschool student"

Name	Stephan Becker
Age	18
Profession	student (12th grade)
Hobbies	Soccer, music, Internet
Computer literacy	Good computer knowledge from attending a computer science class at school
Computer equipment	PC Pentium IV, 2.4 GHz, 256 MB RAM, 80 GB harddrive, 16 x CD-ROM and DVD drive, loudspeakers, 17" TFT monitor, internal DSL network connection
Internet literacy	Experienced Internet user
Internet access	Browser Internet Explorer 6.0, T-DSL network connection
Relevance to ELSA	Assignment in his German literature class
Information needs and goals	Information on a concrete topic: Saarland literature on living at the border to France

Tasks and goals for the persona Stephan Becker

Stephan is a high school student with the Otto-Hahn-Gymnasium at Saarbrücken. For his German literature class he has to prepare an assignment on the topic "The experience of living at the border reflected in Saarland literature." His German teacher pointed him to the work of the poet and author Alfred Gulden who concerns himself with the benefits and problems of people living at the troubled border between two rivaling countries and the concept of "Heimat" these people have. Talking to this grandmother Vanessa about what he's doing in school Stephan gets some interesting information. His grandmother remembers that she has once read a novel by Alfred Gulden that takes place in a small town divided by the border where people celebrate a cross-border wedding. But unfortunately Vanessa can't recall the title of the novel. Therefore Stephan, as an experienced Internet user, decides to try his look on the Web using some search engines. He googles using terms like "Alfred Gulden" and "border" and gets back a hit list including the *ELSA* Web site. What Stephan doesn't know yet is that Gulden wrote a novel called "Die Leidinger Hochzeit" (the Leidingen wedding) that would perfectly fit his needs as it deals with the cross-border wedding and the problems that arise from it.

Technical equipment of the persona Stephan Becker

At school Stephan has access to a quite outdated computer lab. Therefore he prefers to use the family home computer his father bought recently. It's a personal computer Pentium IV with 2.4 GHz, 256 MB RAM, 80 GB harddrive, 16 x CD-ROM and DVD drive, loudspeakers, 17" TFT monitor, and internal DSL network connection. The Internet access is T-DSL provided by T-Online. The browser is Internet Explorer 6.0.

Computer background and Internet literacy of the persona Stephan Becker

Since two years, Stephan takes computer science classes at school and has become an experienced computer and Internet user. He accesses the Internet on a regular basis to look up new and fancy sites and get information about the latest information on his hobbies which are soccer and music. In order to be able to use the latest functionality of these sites, e.g. for downloading music, videos and games he installs new Internet software on a regular basis on the family home computer. He's also familiar with search engines and online exchange markets as he regularly looks for new sources to download or exchange videos and games.