

the free encyclopedia that anyone can edit

5,061,569 articles in English (as of 1/22/2016 at 11:00 AM)

The screenshot shows the Wikipedia homepage with the following sections:

- Welcome to Wikipedia:** A message stating that the free encyclopedia has 5,061,569 articles in English as of 1/22/2016 at 11:00 AM.
- From today's featured article:** A section about the **1858 Agreement**, a British dreadnaught built with more than 1,000 tons of iron.
- In the news:** A section with headlines such as "Catholics' researchers discover evidence of a hypothetical Planet Nine" and "The Intermittent Atoner: Prognostic Agency affirms man has met his obligations under the Jain's Comprehensive Plan of Action."
- On this day...:** A section listing historical events, including "1500 - The first contingent of 150 Swiss Guards (modern soldier-palace guards) arrived at the Vatican in Rome to serve as security for the Pope."
- Did you know...:** A section with trivia, such as "The first baby born on the London Underground was delivered at the Elephant & Castle tube station (pictured) in 1924?"
- From today's featured list:** A section about **1920s jazz standards**, musical compositions written in the decade that are widely known and recorded by jazz artists.
- Today's featured picture:** A section featuring a painting titled **Eight Girls** by the American artist Elizabeth Homer.
- Other areas of Wikipedia:** Links to community portals, help desks, and reference desks.
- Wikipedia's sister projects:** A grid of icons for various Wikimedia projects like Commons, MediaWiki, and Wikisource.
- Wikipedia languages:** A list of languages in which Wikipedia is available, including 100+ languages.

Visitor Analysis

Who is using the site? (The audience as a whole)

- **Age:** It will depend on the age that children are introduced to Wikipedia as an encyclopedia. Generally, people will find this website around middle school and will continue using it during the rest of their high school and college education.
- **Education:** Education levels will run from schoolchildren old enough to use a computer (around second-grade level) to adults looking for general, random information.
- **Income:** The income of those using it will vary as well, but will usually include anyone that can afford or has access to a computer and the Internet.
- **Family status:** Everyone from parents to children will be using this website. It is usually easily accessible to anyone of any age.
- **Experience level with the topic of your site and its content:** Experience level will increase as visits to the website occur more frequently. The website is very user friendly and is easy to grow accustomed to.

What is the visitor doing when he/she visits the site? (How will this affect their use of the

site?) Usually the visitor will be looking for either quick pieces of information or more in-depth discussions of certain topics.


What actions or content is the visitor wanting? (What is she trying to do? What content is he trying to find? A scenario describes the visitor's actions.) The visitor will be trying to find information. If a visitor is looking up, for example, a certain actor, they can find out more about their background, upbringing, career periods, philanthropy, relationships, and filmography, depending on how in-depth the article is.

Where is the visitor located? (Does the visitor's geographic location impact the content delivery?) Depending on where the visitor lives, they can select different countries of origin on the main page when they visit wikipedia.org. This will allow them to change the language and country of origin so their results will be more adapted to the country selected.

When is the site being visited? (How does the time affect the content delivery?) The time will not affect the content delivery, aside from the results on the main page, which displays recent news items and a different featured article every day.

How are users accessing the site? (What are the capabilities and limitations of their device?) Users can access the site using desktop computers, laptops, and mobile devices. The site loads relatively fast, and different categories can be minimized or maximized.

Persona

Persona:	High School Student
Photo:	
Fictional Name:	Hennessey Crespo
Job Title/Responsibilities:	High School Student, after-school job at Wal-Mart
Demographics:	Age: 17 Family Status: Third child, parents divorced Education: Junior in High School
Goals and Tasks:	To pass his U.S. History class with the least amount of time spent in the library as possible.
Environment:	Library computer lab, school Wi-Fi network, most websites are blocked.
Quote:	"Man, I don't like, even care who Thomas Jefferson is. I just want to pass my report so I don't get kicked out of football."