

Target Audience:

# Consumer

Audience Sub-Segment:

## Snapshotter – Active Organizer

Sub-Segment Attributes:

- Primarily female
- Family picture taker
- Feels responsible for sharing photos with friends and family
- Convenience
- Ease of use
- Values high-quality keepsakes
- Happy organizer of pictures
- Family-oriented
- Interested in using computer for filing and storage capabilities

Persona Name:

# Betty

Photo:



Persona Highlights:

- Organized
- Budget conscious
- Medium tech savvy
- Album creator
- Uses AOL mail, community interest and health surfer

Motivational Context:

**Betty takes pictures of special events.** They might be pictures of her nieces and nephews at family events or of her close circle of friends at special events. One of her high priorities is **saving money** for retirement, so she does not want to spend a great deal of money on taking and developing pictures. Betty blows up and frames photos that she feels are of particularly high quality or capture a special memory for her. She will **share those photos** as **gifts**, either framed or in album form for her family and friends. She will have a camera store develop her special photos, but she will take normal, everyday photos to the grocery or drug store for one-hour photo finishing. Betty spends a lot of time interacting with her photos, and she **takes the time to sort and categorize her photos in albums.**

