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# JON VALDES

Musician. Activist. Localist.  
Hipster. Blogger. Student.

**Technology skills: Above Average**

**Income level: Below 10,000**

**Occupation: Student**

**Age : 23**

## Technology skills and devices

- Downloads mobile apps on smart phone
- Uses laptop for school and video streaming
- Amateur knowledge of editing software
- Streams content to and from several device



### Valued Elements

*Multi-device viewability*

*Edgy style*

*Use of film in ournalism*

*Social media updates*

### Wanted Elements

*An outlet "to do something"*

*Buy "Vice" merchandise*

*Engage with Vice community*

*Create own "Vice" content*

*A "To Read" stories bookmark list*

## Background

Jon has is labeled by his friends as a "hipster" for his tech-savvy abilities, dislike for corporate America, and interest in local art.

Knee high in student loans, Jon is a very conscious consumer and only support organizations with similar social and moral values. Jon often does research on companies before buying their products to see where is money is going.

Jon runs a music blog where he shares his music through various social media platforms in hopes of launching his career as a hip-hop artist. In addition to his music, Jon also shares current events on his blog and social media sites.

## How Jon consumes news

Walking home from school, Jon reads a news story he posted to his Facebook wall earlier in the day, but did not have time to read. He scans through the article before watching a video clip summarizing the story.

When he arrives home, Jon streams the video to his cable-less television and watches the rest of the story summarizing the article. Intrigued by the story, Jon pulls out his tablet to research more about the topic.

After watching the news story, Jon feels empowered to "do something" about the issue highlighted in the news story but can't find any immediate way to contribute.

Jon's inability to "do something" frustrates him so he begins to write a new song. Jon plans to post his new song to his blog in hopes of spreading awareness about the topic.

"I wouldn't buy anything from a company I don't support. That's why I would rather buy a T-shirt from an artist at a concert before buying their songs online. I would rather pay the artist directly instead of the record label."