



## Joe: Creative Professional

Site Owner, Editor, Artist, Author, & Illustrator - Loves Technology & Animation

I want to publish AMP Stories **easily to my own website** and have ownership of my content including appearing in search results with the option to include ads in my stories.

Secondly, I'd like the option to have my published AMP Stories be shared to an AMP Stories social media platform or community where others can follow my work and engage in social sharing with me. I love WordPress with Gutenberg and I like thinking in Blocks: "a block is a block is a block." I think layers are unnecessarily complicated for easily publishing AMP Stories in WordPress.

It is important to me that my content is owned and managed by me FIRST. I will build community and business through creative storytelling that is media rich with dynamic engagement opportunities like video, strong call to action placements, tone & feel, illustration, photography, and links to the open web.

SITE => SEARCH => SOCIAL => ECOMMERCE



## Sally & Yih-Woei: Marketing Editors for a Large Sports Media Company

2 of 64 Marketing & Content Publishers for a Large Sports Media Company - Love Technology & Online Communities

We want to publish AMP Stories primarily with text on awesome professional sports imagery layouts and text on video layouts with links to online communities, upcoming sports events, content on our website, and engaging human triumph stories that we publish regularly. We want to include ads for events, tickets, subscriptions, and sell sports apparel too.

We want to be able to share our AMP Stories on our website and on an AMP Stories social media platforms as a secondary share to drive engagement and build community. We love the interactivity possibilities but want to keep it **simple, fast, and efficient** for our audiences. We want to share our AMP Stories in email marketing as well. We could use AMP Stories in both portrait and landscape modes. We have an incredibly rich catalog of photography and video collections. We think our audiences (fans) would like to create simple AMP Stories in a social platform separate from any website to engage with our teams and professional athletes.

SITE => SEARCH => SOCIAL => ECOMMERCE => CONTENT MARKETING => EMAIL MARKETING  
=> COMMUNITY => ADS => CUSTOM FORMATS



## Barry: Music, Film, & Entertainment Enthusiast

Blogger, Streaming Enthusiast, Mobile Phone First - Loves Music & Digital Entertainment

I want to know about the latest trends and I want to interact with other artists, music producers & multi-media enthusiasts who love entertainment media including streaming video platforms, video games, and music. I want a simple media rich way to engage with musicians and bands that includes video and audio. I'm not ready to publish my own AMP Stories, but I want to read and enjoy them while interacting and staying up to date with the most current releases, trends, and discussions.

I would like to shop, make purchases, meet people, and engage digitally through rich interactive media where I am respected as both the User of the social media and the End Customer. **I am politically savvy and do not want to trade my privacy for use on a platform.**

SOCIAL => COMMUNITIES => SHOPPING => PRIVACY



## Patricia: Fashion Industry Social Media Manager

Blogger, Social Media Manager, Fashion & Beauty Ambassador - Loves Technology & Photo Sharing

I want to use AMP Stories for both my personal blogging work and in my professional role as a social media manager for a professional fashion industry company. I want to promote my YouTube channel with AMP Stories text on video format and include ads for myself. For my job I'd like to use AMP Stories to promote and integrate into our marketing campaigns and to drive engagement. We share a lot of stories and the image rich format of AMP Stories will help us to share more beautiful, engaging brand stories. We want to own our content and share it from multiple sites while interacting with audiences across many social media platforms.

I want myself, my team and our brand ambassadors to easily create original stories that feature creative animation and highly **stylized storytelling opportunities**.

SITE => SEARCH => SOCIAL => MARKETING => YOUTUBE => ECOMMERCE => LIFESTYLE => ADS => CAMPAIGNS



## Jack: Foodie & Content Publisher for News Media

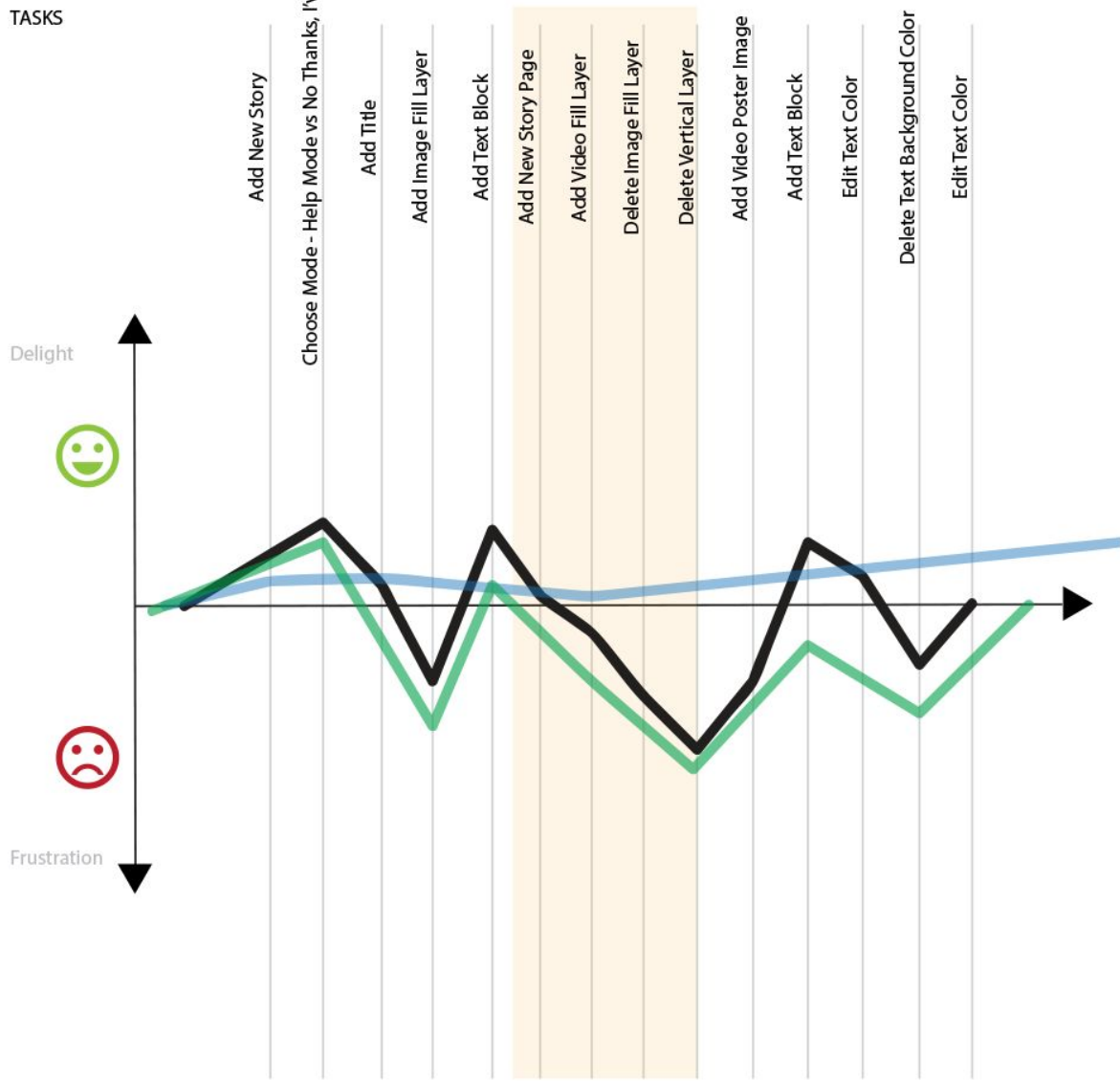
Site Owner, Chef, Editor, Author, & Political Advocate - Loves Technology, Teaching, & Food

I want to publish AMP Stories easily to my own website (and possibly professionally for a news content publishing company I work for). I want ownership of my own content. I'd also like the option to interact with audiences through my AMP Stories in other communities where engagement is happening. I want to teach with AMP Stories in a variety of topics including Science, Technology, Business, Politics & Food. I love the simplicity of the AMP Stories platform and want to **create specific categories** of original content that link out to the wider web for learning and sharing.

I am currently working on two AMP Stories series: one is beautifully designed to teach and engage audiences about the United States Constitution through images and text primarily. The second is about inner city food deserts and features a large catalog of vegetarian **recipes** for people who don't know how to cook or properly nourish themselves. My recipes use the same template over and over. I might make a website featuring only AMP Stories content.

SITE => SEARCH => NEWS => SOCIAL => RECIPES => YOUTUBE => EDUCATION => ADS

TASKS



TIME LINE