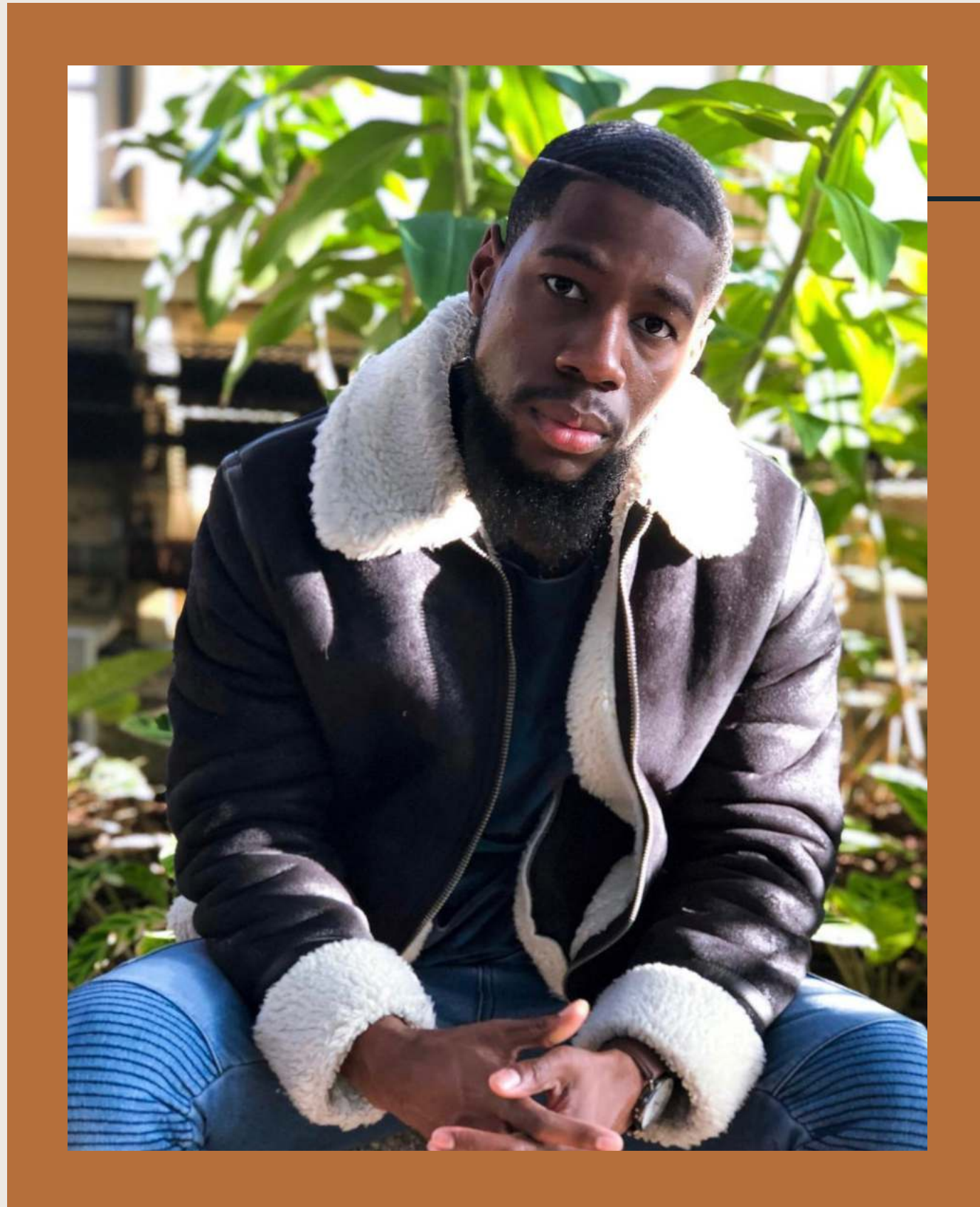


FIRST IMPRESSIONS



JOSH N.

## INDEPENDENT VIDEOGRAPHER

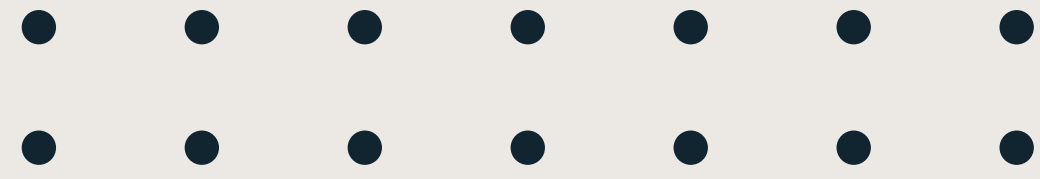
### DEMOGRAPHICS

Early 20's Male  
Freelance Videographer  
Contracted Videographer  
Virginia, Willing to Travel  
BA, Electronic Media and Film

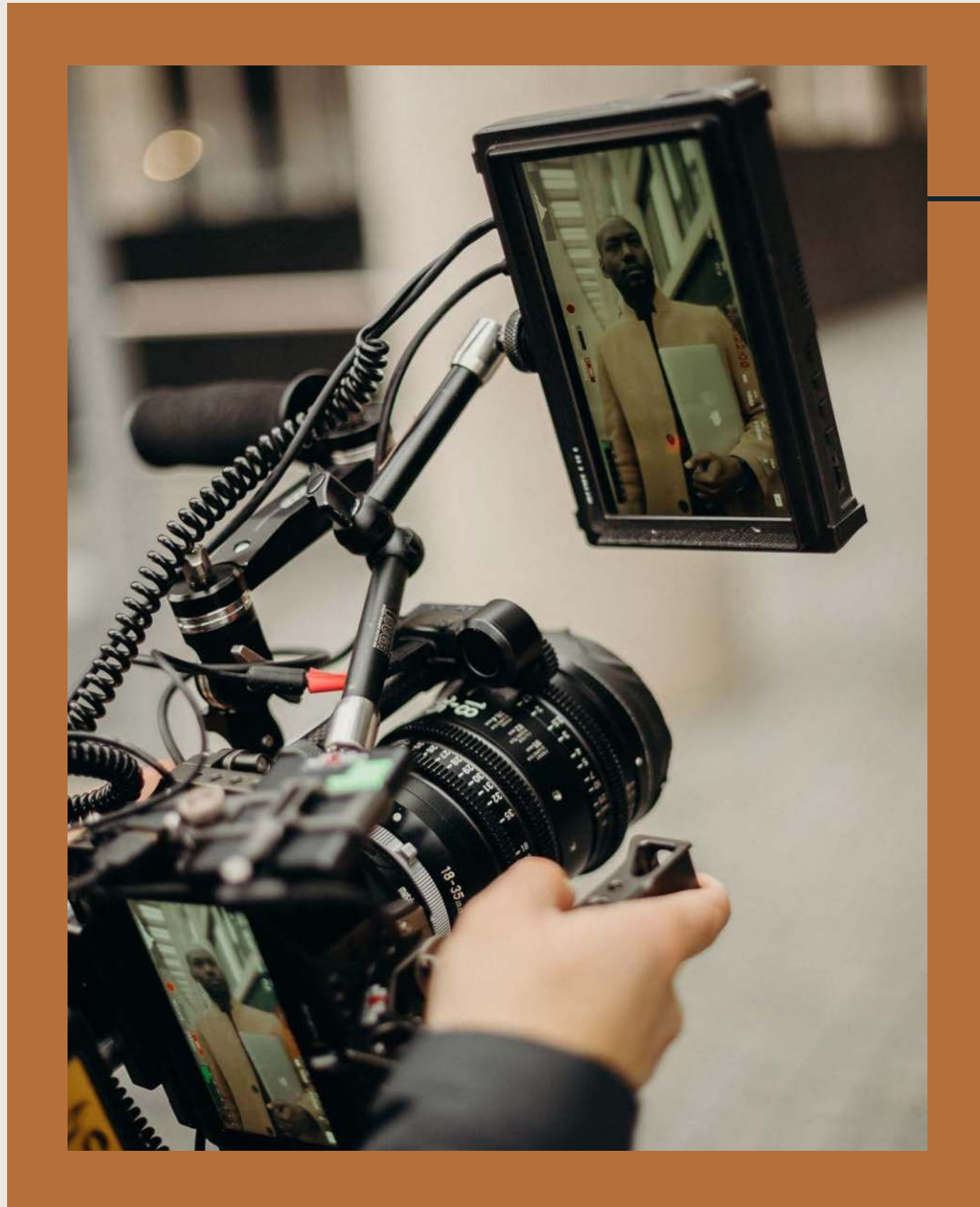
### QUOTES

*"I want b-roll.  
Lots of b-roll."*

*"I would like to save time  
and find footage that  
blends into my current  
project instead of  
shooting it myself."*



MOTIVATION & BEHAVIOR



JOSH N.

# INDEPENDENT VIDEOGRAPHER

## GOALS

### SAVE MONEY, TIME, RESOURCES

*Outsource high quality footage in a short timeframe in place of utilizing personal assets to shoot the footage*

### FIND SPACE-FILLER FOOTAGE

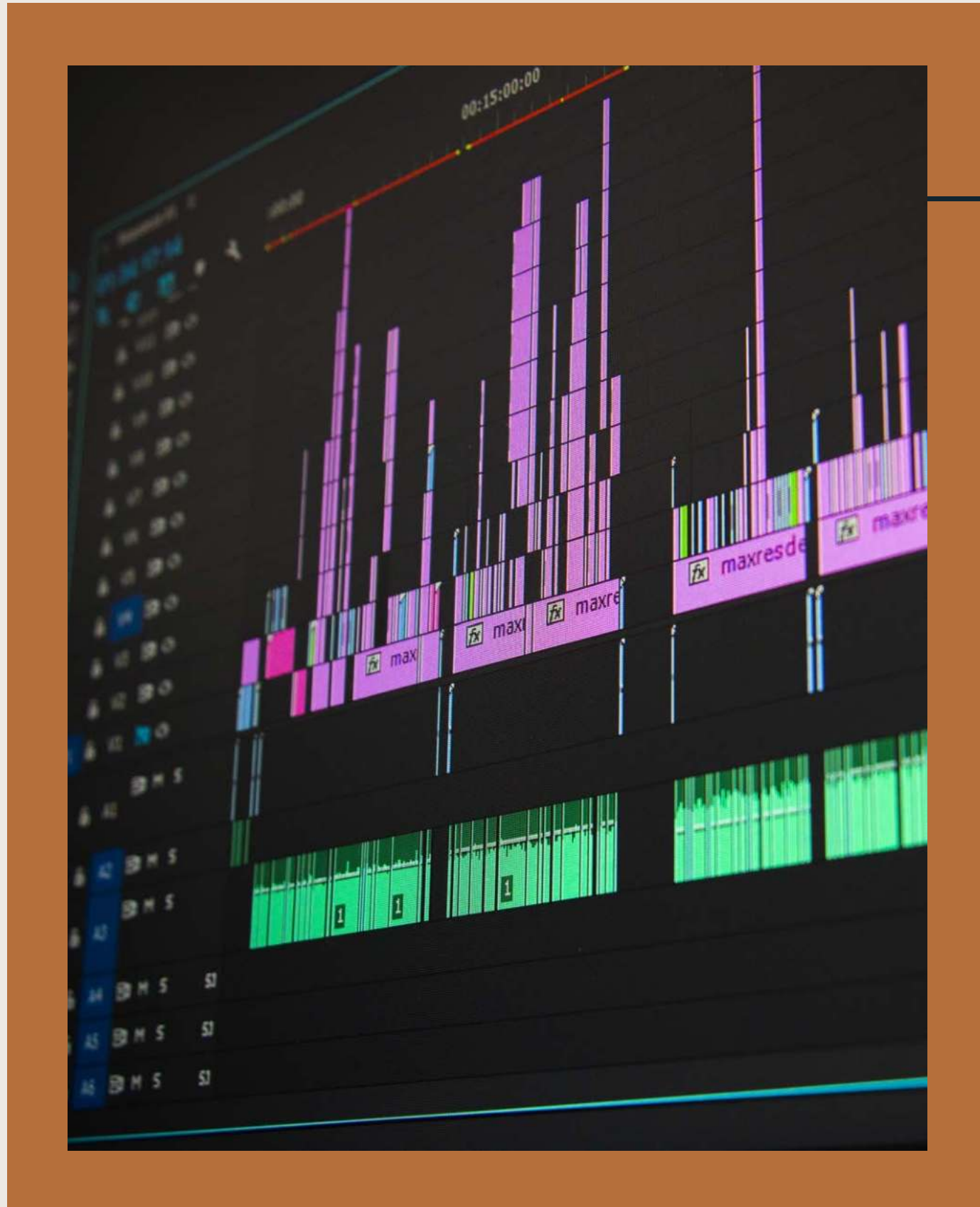
*Acquire b-roll to fill in the empty gaps within a long winded project*

## JOURNEY

*Shoots new footage, which may require time, props, studio space, lighting, and other resources; Pays for high quality footage from another website; Recycles footage used in previous projects*

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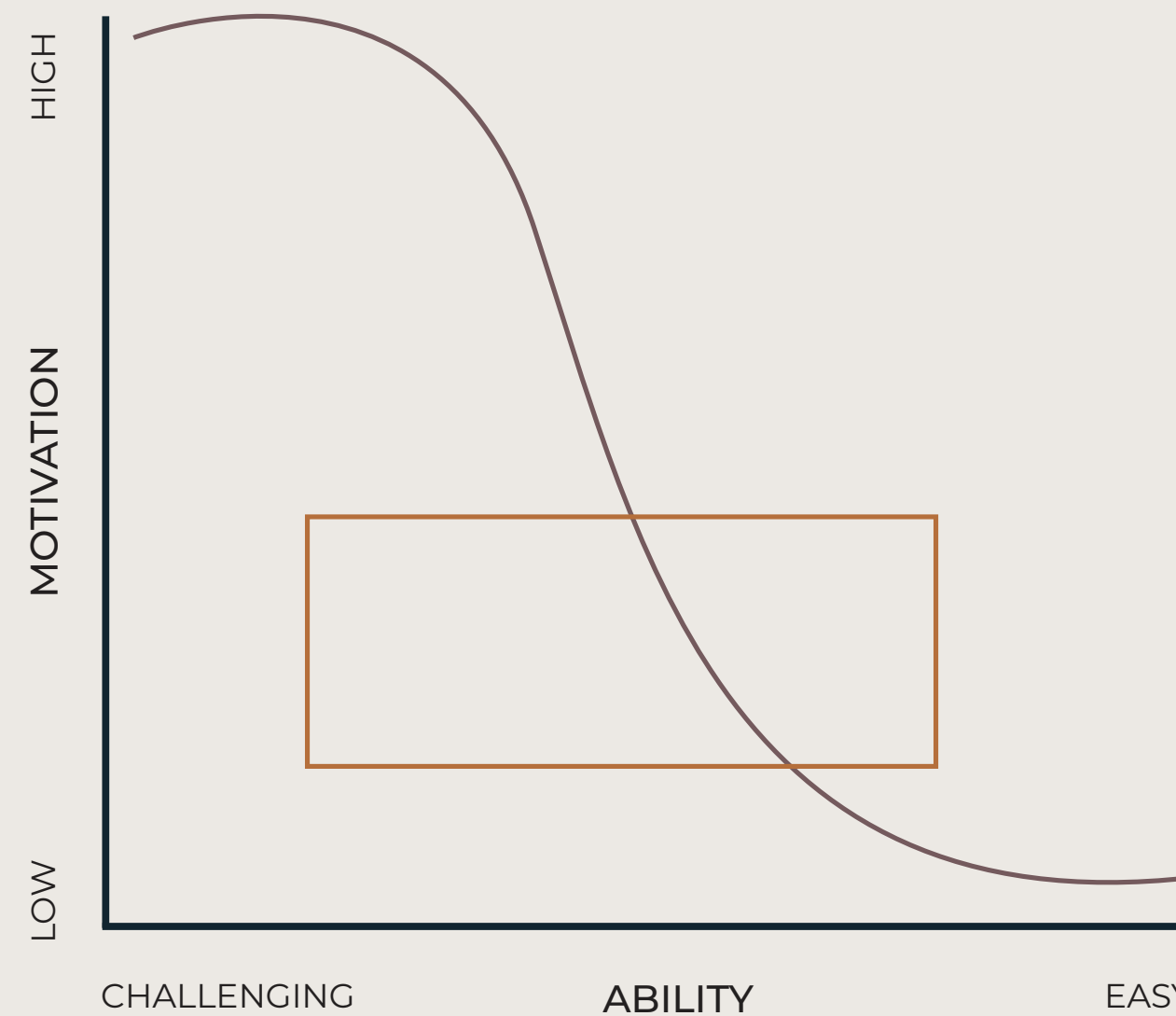
MOTIVATION & BEHAVIOR



JOSH N.

# INDEPENDENT VIDEOGRAPHER

## MOTIVATION VS ABILITY



Footage is easy to locate, but it may not be the best quality or the specific shots that are needed. Finding high quality b-roll that suits the project may present a challenge. In some cases, it may be more appropriate to shoot the footage in-house.

## MOTIVATING FACTORS

Completely free, decent quality, unique shots, versatile footage

## INHIBITING FACTORS

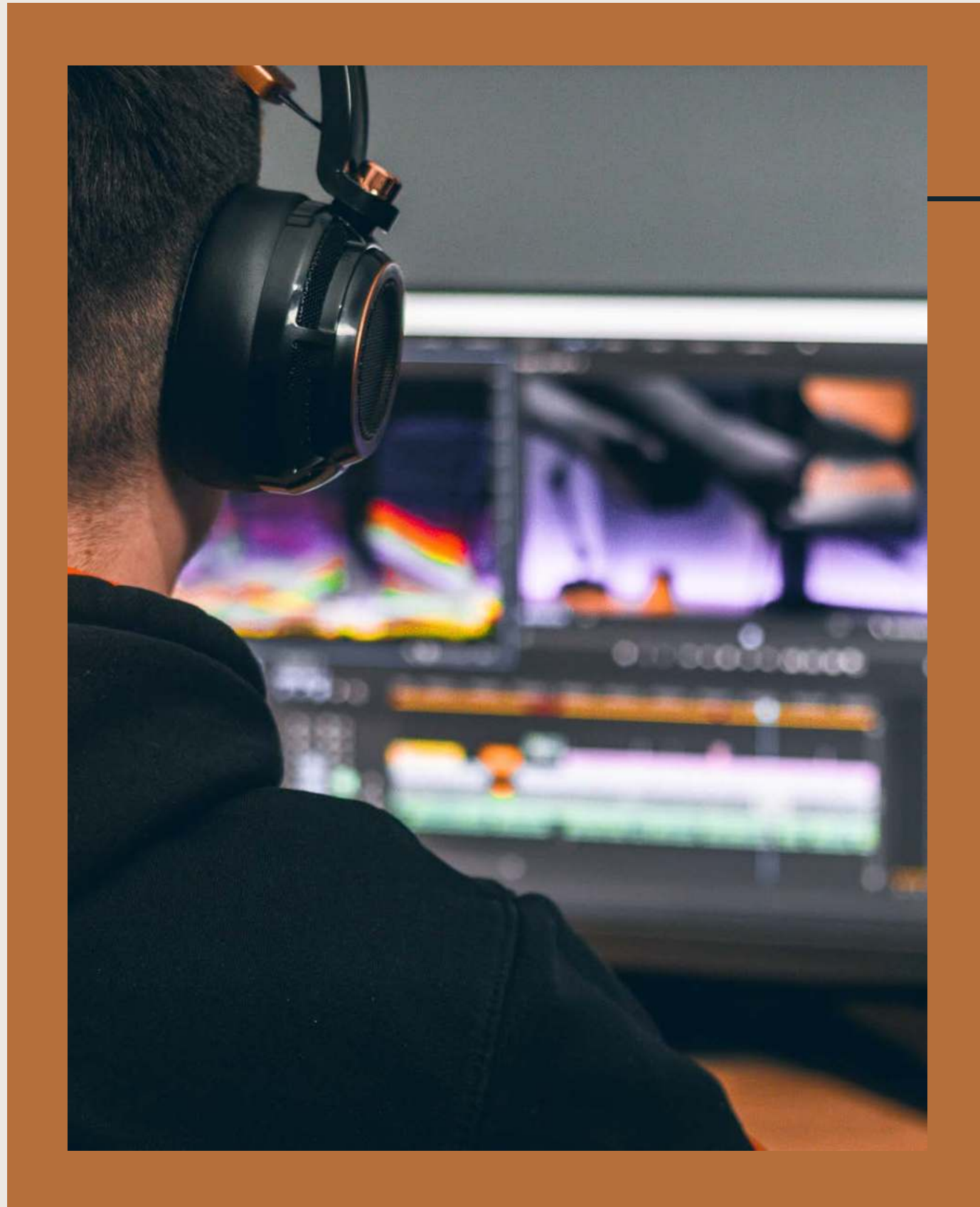
Not the best quality, lacking representation, limited variety

## POSSIBLE TRIGGERS

Not enough time to shoot additional footage, project has a quick turnaround time, need something inaccessible like drone footage

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INFLUENCERS



# JOSH N. INDEPENDENT VIDEOGRAPHER



## CLIENT

*Those who request the video and desire for it to have specific shots and footage*



## FELLOW VIDEOGRAPHER

*Those experienced with using varied platforms to outsource footage*

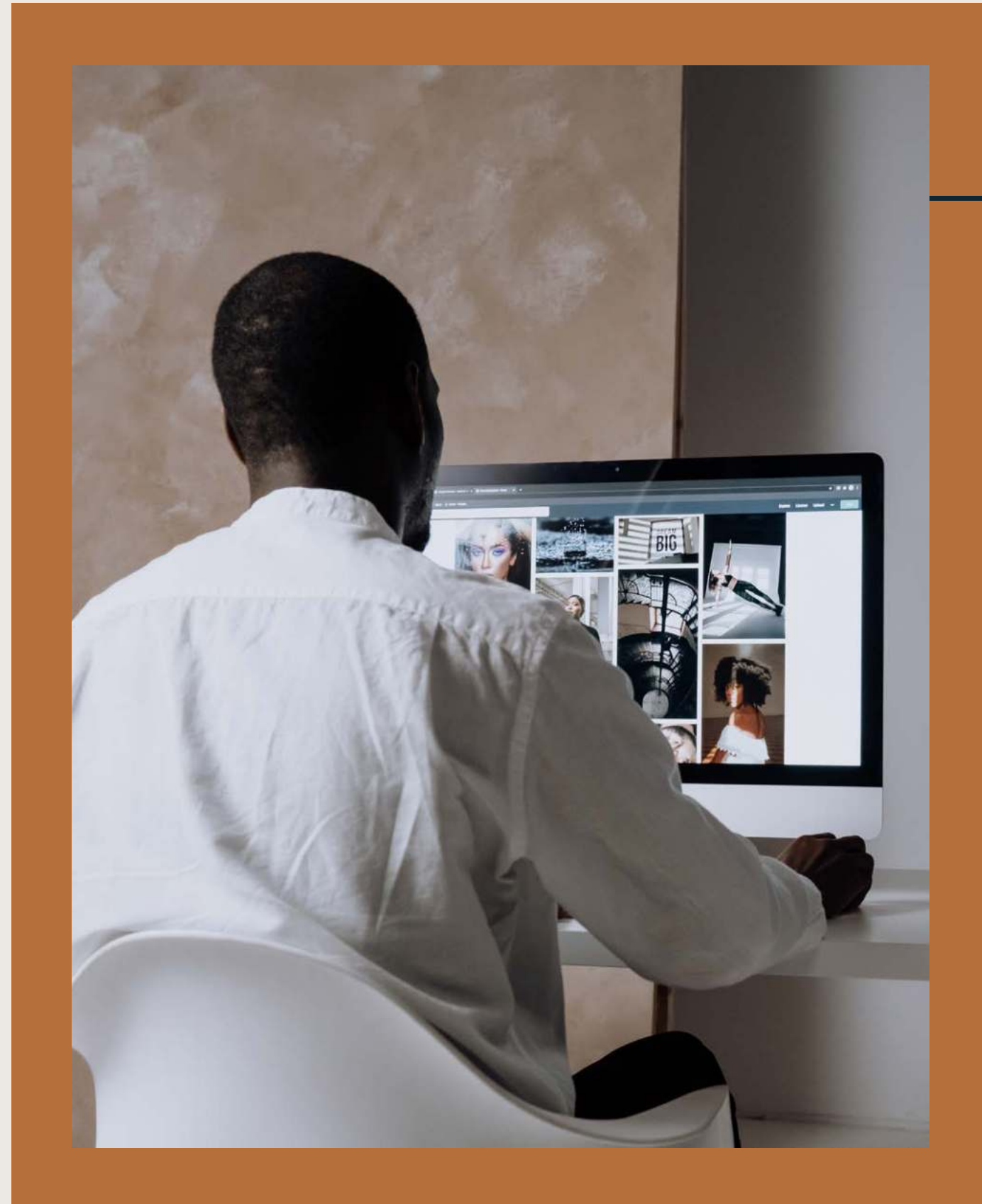


## VIDEO EDITOR

*Those assisting in assembling and editing the video*

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ENVIRONMENT

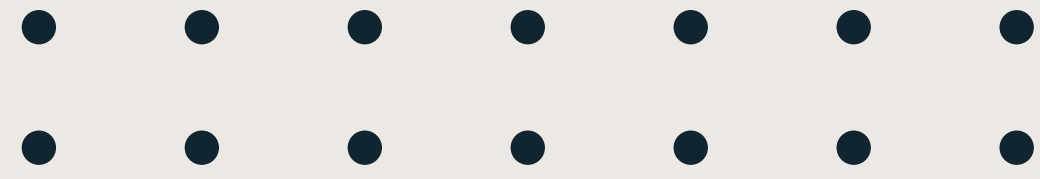


# JOSH N. INDEPENDENT VIDEOGRAPHER

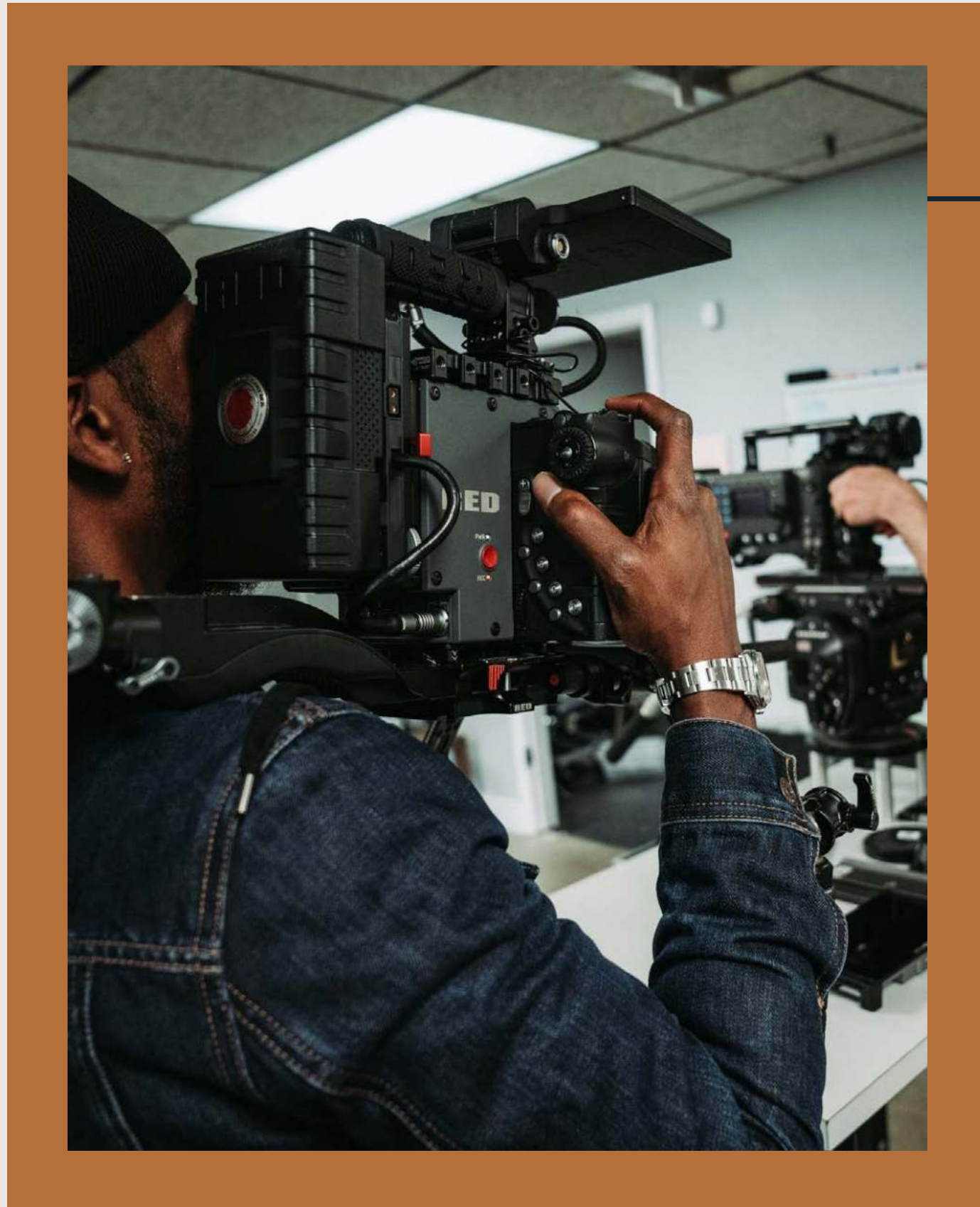


LAPTOP / COMPUTER

*Visiting the Pexels website at home or in any workspace to search for various options on a broader scale. This would likely happen mid-project while there are still blanks to fill in.*



PERSONA FAMILY



# JOSH N. INDEPENDENT VIDEOGRAPHER



FULL TIME  
VIDEOGRAPHER



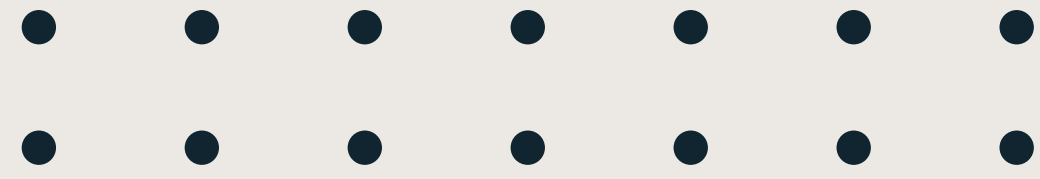
CONTENT  
CREATOR



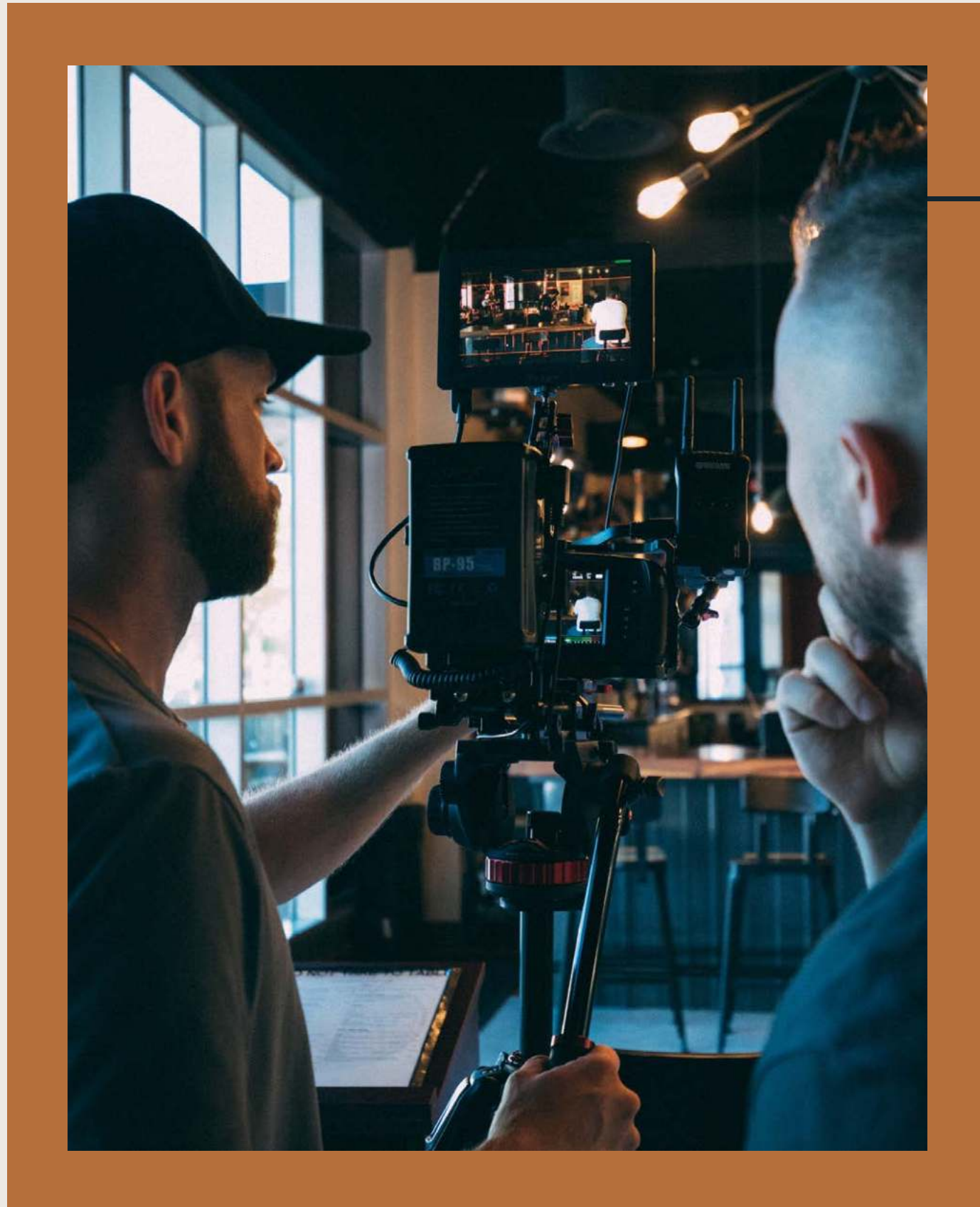
VIDEO  
EDITOR



DRIVEN  
DESIGNER



PERSONA MATRIX



# JOSH N. INDEPENDENT VIDEOGRAPHER

