

Avontece Cabrera

SWDV 691

3/28/2021

Personas:

Name: Desiree C.



Demographic info and behaviors:

Age: 25

Occupation: Graduate student

Goals: Graduate, start a new career,
and work on self - growth

Location: Norristown, PA

Pain points and needs:

- Looking for tips on de-stressing / self-care.
- Would like to read about or submit posts on current events for voices that are not usually highlighted (LGBTQIA / POC).
- Career/ interviewing advice posts?
- Struggling with prepping for after graduation and job security.

Solutions for the user/ the product:

- Contact page where the user can submit topics or blog posts that she would like.
- Regular posts on local events happening in the PA near or around Philadelphia. Users can feel free to submit local events near them as well.
- Stretch feature : Option to like posts that were useful and or relevant to them.

Name: Aaliyah S.



Pain points and needs:

- Looking for posts with quick simple recipes and to share mine.
- Want to find books for my kids to read about and by people that they can relate to and learn from.
- Would like tips on de-stressing / self-care.

Demographic info and behaviors:

Age: 28

Occupation: Recent graduate with a bachelor's in nursing. RN. Single mom of two kids.

Goals:

- Raise kids that are informed and supply them with books that have people that look like them.
- Read books with more inclusive characters.
- Teach them their history.
- Focus on my career and improving it.

Location: Allentown, PA

Solutions for the user/ the product:

- Contact page where the user can submit recipes and any other topics she would like.
- Regular posts on local events happening in the PA near or around Philadelphia. Users can feel free to submit local events near them as well.
- Contact page where the user can suggest post topics or ask questions.
- Stretch feature : Option to like posts that were useful and or relevant to them.

Name: Eric R.



Pain points and needs:

- Enjoys writing about current Anime or manga obsession. Would like to share that with others.
- Wants advice on “adulting” after leaving home.
- Enjoys finding new book and TV show

Demographic info and behaviors:

Age: 20 🏳️‍🌈

Occupation: Student with roommates.

Goals:

- Graduate school
- Would like to be more independent.
- Find new books and shows.
- Express my thoughts and remain updated on LGBTQIA events.

Location: Philadelphia, PA

Solutions for the user/ the product:

- Contact page where the user can submit their own blog post for administrator review.
- Regular blog posts made by the administrator with updates on books with authors and characters that include LGBTQIA and POC.
- Contact page where the user can suggest post topics or ask questions.
- Stretch feature : Option to like posts that were useful and or relevant to them.