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| Persona |

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| **Expert User: Sally** | |
| **Biographic Facts (age, gender, etc.) including attitude to the task** | * 33 year old, female * Just moved together with her spouse |
| **Knowledge and attitude with respect to technology** | * Uses a computer and other electronic devices for more than 15 years |
| **Needs** | * Wants to quickly find a movie fitting to her actual mood |
| **Frustrations** | * If loaned items are not returned in time by other users |
| **Ideal Features** | * Search for the return date of items loaned by other users |

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| **Novice User:** | |
| **Biographic Facts (age, gender, etc.) including attitude to the task** |  |
| **Knowledge and attitude with respect to technology** |  |
| **Needs** | * Wants to view his loaned movies and series |
| **Frustrations** |  |
| **Ideal Features** |  |