Prompt: Could you make me 3 personas for web app development. I am building a site where users can buy books and office supplies.

Answer:

A person with short brown hair

Description automatically generated

Persona 1: The Busy Professional

Demographics

* **Name:** Sarah Thompson
* **Age:** 34
* **Occupation:** Marketing Manager
* **Location:** Urban area
* **Education:** Bachelor’s degree in Business Administration

Goals

* Quickly find and purchase office supplies for her team.
* Discover new books related to marketing and personal development.
* Access bulk purchasing options for efficiency.

Pain Points

* Limited time to shop due to a busy work schedule.
* Frustration with complicated checkout processes.
* Difficulty finding reliable reviews for office supplies.

Behavior

* Prefers mobile shopping during lunch breaks or commutes.
* Values user-friendly interfaces and fast loading times.
* Often relies on recommendations from colleagues or online reviews.

A person with dark hair

Description automatically generated

Persona 2: The Student

Demographics

* **Name:** Jake Patel
* **Age:** 21
* **Occupation:** College Student (Major in Literature)
* **Location:** College town
* **Education:** Currently enrolled in undergraduate studies

Goals

* Find affordable textbooks and study materials.
* Purchase stationery and supplies for classes.
* Explore new fiction and non-fiction books for leisure reading.

Pain Points

* Budget constraints limit his spending on books and supplies.
* Overwhelmed by the number of options available online.
* Needs a straightforward way to compare prices across different products.

Behavior

* Frequently uses social media to discover book recommendations.
* Shops primarily from a laptop or tablet during study breaks.
* Appreciates discounts, student deals, and loyalty programs.

A close-up of a person smiling

Description automatically generated

Persona 3: The Parent

Demographics

* **Name:** Emily Johnson
* **Age:** 42
* **Occupation:** Stay-at-home mom / Part-time freelance writer
* **Location:** Suburban area
* **Education:** Master’s degree in Education

Goals

* Purchase school supplies for her children efficiently.
* Find age-appropriate books that encourage reading at home.
* Organize bulk purchases for better savings.

Pain Points

* Juggling multiple responsibilities makes shopping time-consuming.
* Concerned about the quality of products for her children.
* Needs to stay within a budget while ensuring quality.

Behavior

* Prefers shopping from home, often during the evening after kids are asleep.
* Values detailed product descriptions and customer reviews.
* Engages with newsletters or blogs for parenting tips, including book recommendations.

It didn't cover older people on the first prompt so I asked it for another, fourth persona (AI really loves retired teachers (: ).



Persona 4: The Retired Educator

Demographics

* **Name:** William Wilson
* **Age:** 68
* **Occupation:** Retired High School Teacher
* **Location:** Suburban area
* **Education:** Master’s degree in Education

Goals

* Purchase books for personal enjoyment and to share with grandchildren.
* Find educational resources and office supplies for volunteer teaching activities.
* Access user-friendly online shopping experiences that cater to her needs.

Pain Points

* Limited mobility makes visiting physical stores challenging.
* Needs clear navigation and larger text on websites to enhance readability.
* Often feels overwhelmed by complex online processes or too many product choices.

Behavior

* Shops primarily from a desktop computer, occasionally using a tablet.
* Values customer service, preferring websites that offer chat support or easy return policies.
* Actively seeks out discounts and deals, particularly for bulk purchases or educational materials.

Shopping Preferences

* Enjoys reading reviews and recommendations from other seniors to make informed decisions.
* Prefers websites that highlight bestsellers or curated lists of popular books and supplies.
* Appreciates loyalty programs or discounts for seniors, enhancing her shopping experience.

Prompt 2: Can you develop an information architecture for my project based on the card sorting method using those 4 personas.

Answer:

1. **Books**
   * Fiction
   * Non-Fiction
   * Textbooks
   * Bestsellers
   * Recommendations (e.g., by age group or genre)
2. **Office Supplies**
   * Stationery
   * Organizational Tools
   * Technology (e.g., printers, scanners)
   * Bulk Supplies
   * Eco-Friendly Options
3. **User Resources**
   * Blog/Articles (e.g., reading tips, office organization)
   * Customer Reviews
   * FAQs
   * Contact Support
4. **Account Management**
   * Login/Sign Up
   * Order History
   * Wishlist
   * Loyalty Program
5. **Promotions**
   * Discounts/Sales
   * Student Deals
   * Senior Discounts

| **Main Category** | **Subcategories** |
| --- | --- |
| **Books** | Fiction, Non-Fiction, Textbooks, Bestsellers, Recommendations |
| **Office Supplies** | Stationery, Organizational Tools, Technology, Bulk Supplies, Eco-Friendly Options |
| **User Resources** | Blog/Articles, Customer Reviews, FAQs, Contact Support |
| **Account Management** | Login/Sign Up, Order History, Wishlist, Loyalty Program |
| **Promotions** | Discounts/Sales, Student Deals, Senior Discounts |

A diagram of a website

Description automatically generated