

USER PERSONA HOMEWORK

By

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User Persona 1: Avid Book Reader

Name: Manikandan

Age: 28

Occupation: Marketing Specialist

Location: Madurai

Education: Bachelor's in English literature

Tech-Savviness: Moderate

Hobbies: Reading fiction novels, participating in book clubs, writing reviews on Goodreads

Biography:

Mani is an avid reader with a particular love for fiction and literary novels. He reads 2-3 books a month and often buys second-hand books from local stores or online. He enjoys discussing books in his book club and uses apps to track his reading. Mani loves the idea of exchanging books with others to discover new authors, but he finds it hard to connect with like-minded people.

Goals:

Find and exchange books with fellow readers in his area.

Build a personal network of readers with similar tastes.

Discover new books without buying them.

Avoid storing too many physical books at home.

Frustrations:

Paying for new books can add up over time.

Lack of community to engage with on her favorite reads.

Difficulty finding rare or specific editions of books for her collection.

Jobs to be Done (JTBD):

Exchange Books Easily: Mani wants to trade the books he finished reading for new ones that match his tastes, without having to buy more books.

Discover Personalized Recommendations: he desires personalized book suggestions from other users based on his preferences and past reading history.

Join a community: Mani is looking for a feature that allows him to join virtual book clubs or community discussions on the app, where he can connect with other book lovers.

Track Reading Progress: Mani needs an easy way to organize and keep track of the books he read, wants to read, and the books he has available for exchange.

User Persona 2: College Student

Name: Ravi

Age: 21

Occupation: Computer Science Student

Location: Madurai

Education: Sethu Insititute of Technology

Tech-Savviness: High

Hobbies: Reading textbooks, non-fiction, playing video games, coding

Biography:

Ravi is a third-year computer science student who needs to buy textbooks frequently, which can be expensive. To save money, he often borrows or trades books with other students. He is tech-savvy and prefers using apps for quick solutions. Ravi is looking for a simple way to get rid of textbooks he no longer needs while acquiring those for his upcoming courses.

Goals:

Save money by borrowing or exchanging textbooks.

Avoid the hassle of buying expensive books he will only use for a semester.

Keep the process of trading books quick and seamless, preferably digital.

Frustrations:

Textbooks are expensive and become obsolete after one semester.

Finding specific textbooks for niche classes can be difficult.

Physical books take up space, and digital options are sometimes too expensive.

Jobs to be Done (JTBD):

Find Textbooks Efficiently: Ravi wants to easily search for specific textbooks based on the courses he is taking and check if other students have them available for trade.

Set Up Quick Exchanges: He needs an efficient way to arrange exchanges in his local area (or even digitally for eBooks) so he can get what he needs quickly.

Upload and Trade Books: Ravi wants to easily upload the books he owns and no longer needs to the platform and get notified when someone wants to trade with him.

Filter for Course-Specific Books: Ravi desires a feature that allows him to filter by university, course, or subject to quickly find the right textbooks required for his classes.

Comparison of Jobs to be Done:

Mani's JTBD focuses on building community, personalized book discovery, and managing a collection of leisure reading.

Ravi's JTBD are more transactional and utility-driven, with a focus on saving money, quick access to course materials, and organizing textbooks.

Summary of Jobs to Be Done (JTBD):

Trade books: Both users want an easy way to trade books, but Mani focus is on leisure reading while Ravi needs it for academic purposes.

Personalized Recommendations: Mani is looking for personalized book recommendations based on his taste, while Ravi is more concerned with functional filters (e.g., course-specific books).

Community Building: Mani would appreciate features that allow interaction, such as virtual book clubs, whereas Ravi might be less interested in community and more interested in efficiency.

Quick Exchanges: Ravi needs a simple, fast system for exchanging textbooks, either in-person or digitally, while Mani enjoys a slower, more relationship-driven exchange experience.