

## x06 Personas and Scenarios

ReaderHub

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### Presona



John

25-year-old male in Portland Oregon

Works in fast food

High school dropout just drifting in life

John loves reading in his free time to escape from his boring monotonous life. He works 9-5 in fast food as a manager and comes home exhausted and wishing to be somewhere else. He is

single and lives in an apartment alone. He doesn't have much social life but would like to connect with others about what he reads.

Loves to read fantasy novels and imagine himself as the main character. Finishes books as fast as he can as it's his only hobby and way to enjoy himself. Has trouble finding more books to binge as he goes through them too fast.

#### Goals

Escape his monotonous life

Discover fantasy novels that are exciting

Connect with people who love to read like him

#### Scenario

John finally gets home from his 9-5 boring job and wants to sit down and enjoy his hobby of reading. He looks around his apartment and sees how empty and quiet it is and decides to start reading. Unfortunately he currently doesn't have a new book to read as he's already gone through his current books and gets depressed. He wants to find more fantasy books to read easily and fast.

## Persona



Logan

24 year old male from Austin, Texas

BA in Science

Logan enjoys experimenting and learning new things in his field. He lives in a small house with his pet dog. He likes to cook his own food and doesn't go out to eat. When he comes home he

loves researching for new science books that have come out and also likes to read science fiction novels.

He has many friends in his field that all have diverse interests. He wants to get some of his friends into reading sci-fi and new science books. He wonders where and how to do both.

### Goals

Get his friends into reading science and sci-fi books

Find more books to read

Communicate with his friends on what he reads

### Scenario

Logan comes home and goes onto his computer and feels a bit lonely without his friends there with him. His dog cheers him up but he still feels a bit down that his friends aren't into his hobby. He tries to start reading some new science and science fiction books while thinking of his friends and would love to share his hobby with them. After a short while he finishes his current stock of books and would love to find more books. Maybe some that his friends would enjoy.

### Persona



Raffaele



22 year old male from Rome, Italy.

Raffaele is a Modern Languages student in the University of la Sapienza, in his hometown of Rome. He still lives with his parents but dreams of traveling the world as soon as he gets a decent job. He works during the summer as a lifeguard at the beach in Ostia, where his parents have a summer home.

His main passion is cooking, he experiments with food all the time and he is really good at it, he likes to have people over to try his brand new recipes.

Goals:

- learn new recipes from all around the world
- find new cooking books

### **Scenario**

It's the week before Christmas and Raffaele has been put in charge of organizing the Christmas lunch. He has been wishing for this day to come, his parents have never let him cook for this day because they think his dishes are too extravagant, but this year they want to try something new. The problem is, Raffaele has no idea what he should cook, he knows that his guests are expecting something they have never had before, but he feels like nothing he can offer is innovative enough.

### **Persona**



Caroline

15 year old female from Oceanside, California

Caroline is a highschool student, she is really smart, probably she is going to graduate at the top of her year and afterwards she wants to major in Business.

The only thing is, she is not that well liked by her peers. She has always been considered nerdy, and in her school she started to be bullied for it.

As a consequence, she spends all her free time in her room. Being by herself for so long, she has developed a passion for horror books, she reads tons but this only makes her look more weird in the eyes of others, dangerous even.

Overall, she just wants to stop feeling so alone.

#### Goals

- Meet people who share her interests and don't make her feel weird about what she likes.
- Discover new horror books to read
- Share the books she knows with her new friends and talk about them

#### Scenario

It's almost 2am and Caroline is reading a book under her covers, shining the flashlight of her phone against the pages to be able to see. She always preferred to read at night, it made the whole experience so much better. The thing is, she can't concentrate. Today some boys at her school had spray painted the word "freak" on her locker, and as she was cleaning and crying, she noticed that people were only laughing and no one was going to help her.

## Persona



Oliver

63 year old male from London, England.

Oliver is a Medieval History teacher at City, University of London. He loves his job and he loves his students. He likes to involve people in his lessons, even if it is difficult with a large class and when you teach something like history.

He feels sad when the students don't participate in class, or don't answer his questions. He knows that his class is difficult and some topics covered can be tedious but he is so passionate about it that it hurts him when he sees students sleeping at their desks.

He has a wife and three grown children, and he is the proud grandfather of four toddlers, so he is familiar with children and young adults.

## Goals

- Assign a new book for the students to read
- Find books and textbooks that talk about History in an engaging way
- Know what other college students say about those books

## Scenario

Oliver is preparing his next class at his desk at home. He is absentmindedly listening to his wife sing while preparing dinner, she has always done that and he loves it. He has been thinking about assigning a new book to read, but nothing that he has in his library seems good enough. They are all long, old books that can be in no way appealing to a young college student, but he has no idea where to find new titles.