

USER ROLES ACTIVITY



NOTE: just note these answers might be a little different than the answers you have chosen. There can be more than one answers to this activity

1. List out 6-9 roles for this book sharing application.



User Role 1: Book buyers (frequent buyer and occasional buyer)

User Role 2: Book renters (frequent renters and occasional renters)

User Role 3: First time book buyer

User Role 4: Book seller

User Role 5: coffee shop manager (who buy books for the café customers/readers)

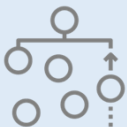
User Role 6: Book reviewer (or trusted buyers)

User Role 7: first time renter

User Role 8: Student renter (rents college books in the beginning of the semester)

User Role 9: Site Administrator

2. Group them and Organize them



Admin
User

Book
renter

Book
buyer

Book
seller

Book
Reviewer

First time
renter

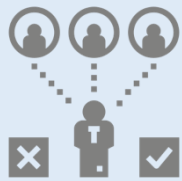
First time Book
buyer

First time
seller

Student
renter

Coffee shop
manager (buyer)

3. Decide on 3-4 user roles



Book
renter

Book
buyer

Book
seller

Admin
User

USER PERSONA TEMPLATE



Name: Thomas Anderson

Age: 21

Other Characteristics: Lives in Lower Downtown, Capital city, USA, programmer, loves fiction and philosophy, reads a lot, has a dog and lives in his own, tech savvy, loves video games, and is a minimalist (lives in a small studio)

"The book was so much than the move. Same on the directors" ~ Thomas Anderson

Goals or Objectives:

Why does this user use this the product or feature of this product and what is their main pain point? Also, note down the main problem this product or feature solves for this user?

Thomas loves reading and finding new authors. He is also looking to be part of a community of readers where he can find reviews from readers like him. He also likes to rent books so that he doesn't have to collect books in his small apartment

What are the benefits this user will have from using this product?

Thomas will engage with other readers and find more books to read. Also, he will be able to read the books by renting instead of buying them.

Motivations:

What motivated this person (or persona) to use this product or feature?

Thomas loves connecting with the readers community in the booklovers and have found so many interesting books because of the booklovers platform.

Pain points:

What are the challenges and pain points?

Thomas is having challenge in tracking different series of the book and has no space for any more books (as he is a minimalist and has a small place)

Skillset or Experience:

What kind of experience does this persona have?

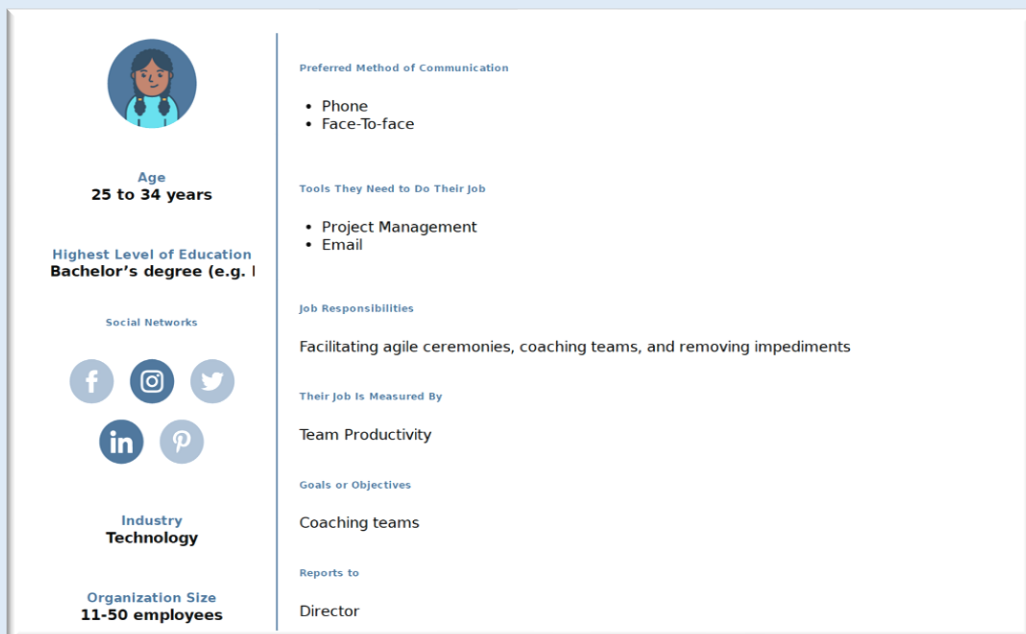
Speed reader, doesn't like to lend his book to his friends, blogs about books and is pretty engaged in the readers community.







Alternate Exercise:

If you want to do this exercise online, you can go to this web application that creates persona. <https://www.hubspot.com/make-my-persona>

Activity:

Go through these 7 steps to create a user persona for the booklovers.com based on the user roles you have created.



	Preferred Method of Communication <ul style="list-style-type: none">• Phone• Face-To-face
Age 25 to 34 years	Tools They Need to Do Their Job <ul style="list-style-type: none">• Project Management• Email
Highest Level of Education Bachelor's degree (e.g. I	Job Responsibilities Facilitating agile ceremonies, coaching teams, and removing impediments
Social Networks     	Their Job Is Measured By Team Productivity
Industry Technology	Goals or Objectives Coaching teams
Organization Size 11-50 employees	Reports to Director