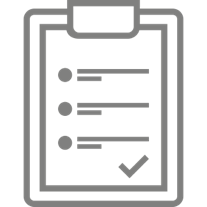
**USER ROLES ACTIVITY**

Instruction: Consider **booklovers.com** that is an amazon like marketplace for books. Follow the below steps to come up with user roles

1.     List out 6-7 roles for this book sharing application.

  
  
User Role 1: Book buyers

User Role 2: Book renters

User Role 3: ……

User Role 4: ……

User Role 5: ……

User Role 6: ……

User Role 7: ……

2.     Group them and Organize them

A close up of a sign

Description automatically generated

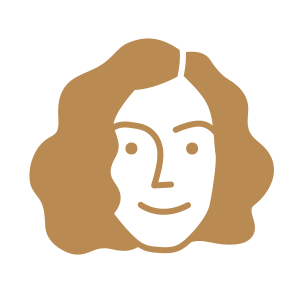
3.     Decide on 3-4 user roles

A close up of a sign

Description automatically generated

**USER PERSONA TEMPLATE**

**Picture of the Persona**



Name: ………………………………..………….....................

Age: ……..

Other Characteristics: ……………………………………….

……………………………………………………………………

**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?

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

**Motivations:**

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

**Pain points:**

What are the challenges and pain points?

**Skillset or Experience:**

What kind of experience does this persona have?

**SAMPLE USER PERSONA FOR ALEXA HARPER**

A screenshot of a cell phone

Description automatically generated

**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.