

Class project 2: User personas and information architecture

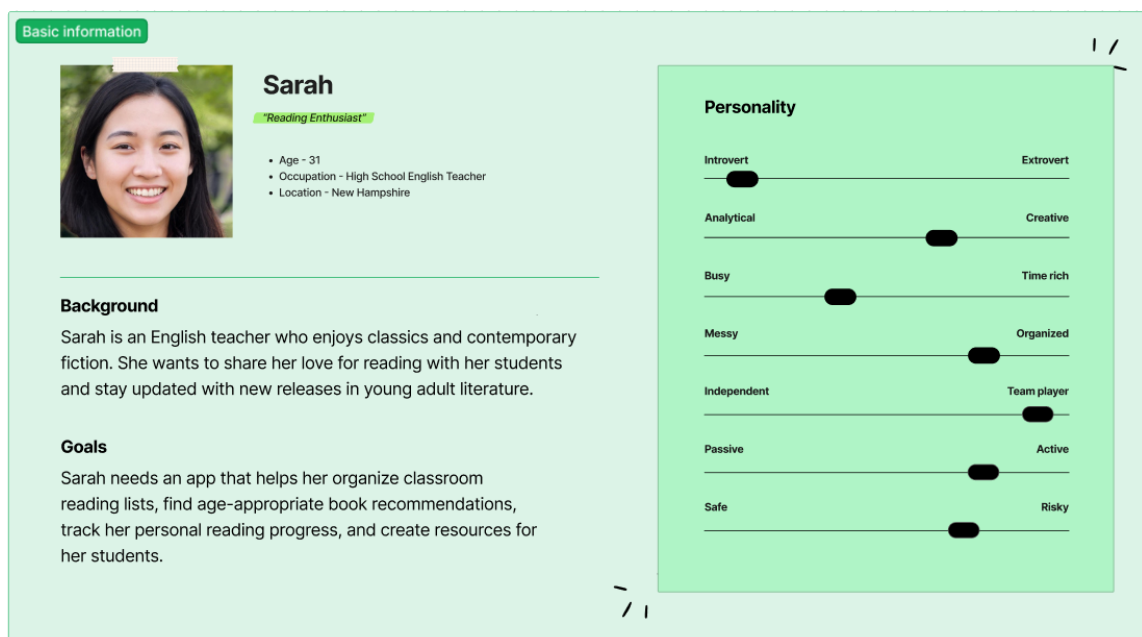
1. User Personas (3)

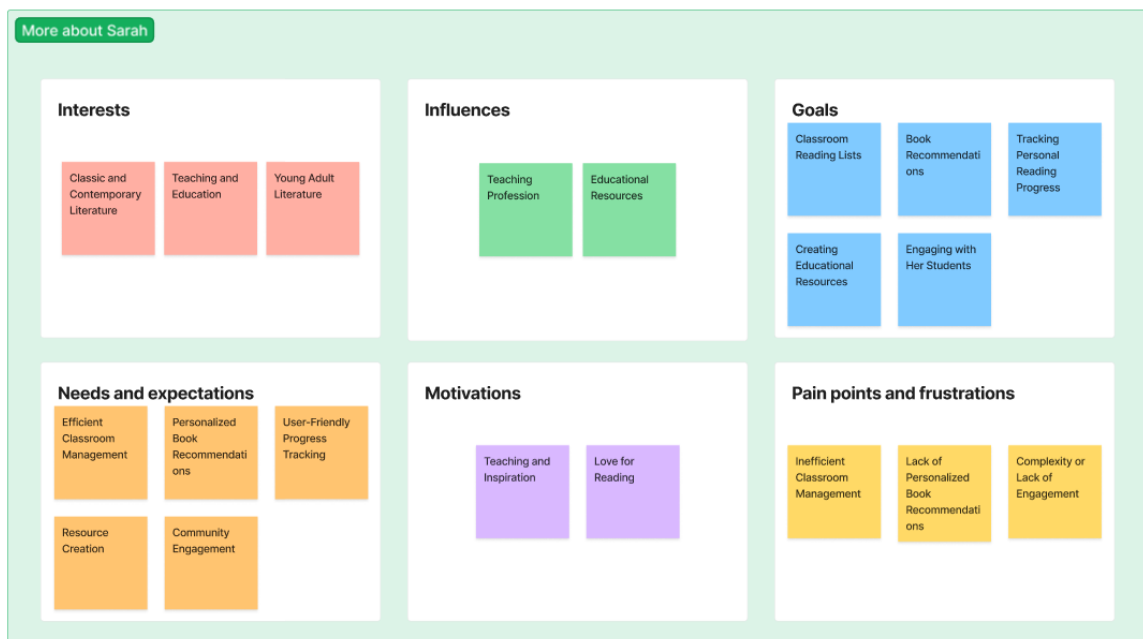


A user persona is a profile that represents a subgroup of your target audience. User personas are based on real-life data and reflect the wants and needs of your target audience.

1. Reading Enthusiast - Sarah:

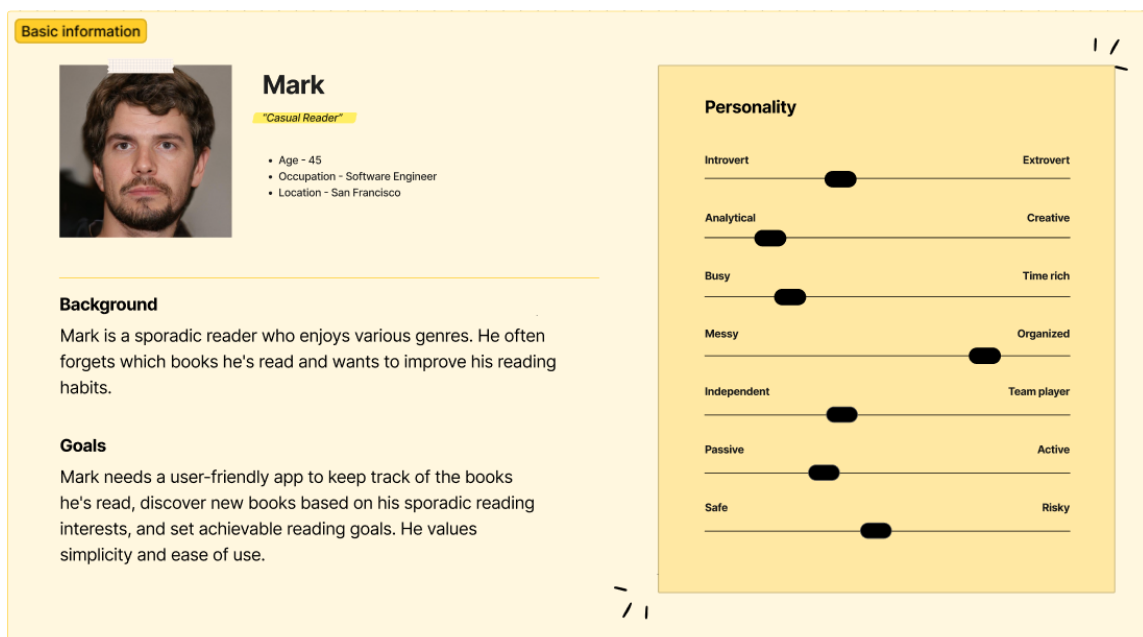
Sarah's persona represents an individual deeply invested in literature, both as a professional educator and a personal reader. To cater to her needs, the app should focus on providing educational and organizational features while also fostering a sense of community and engagement to support her role as a teacher and her passion for reading.

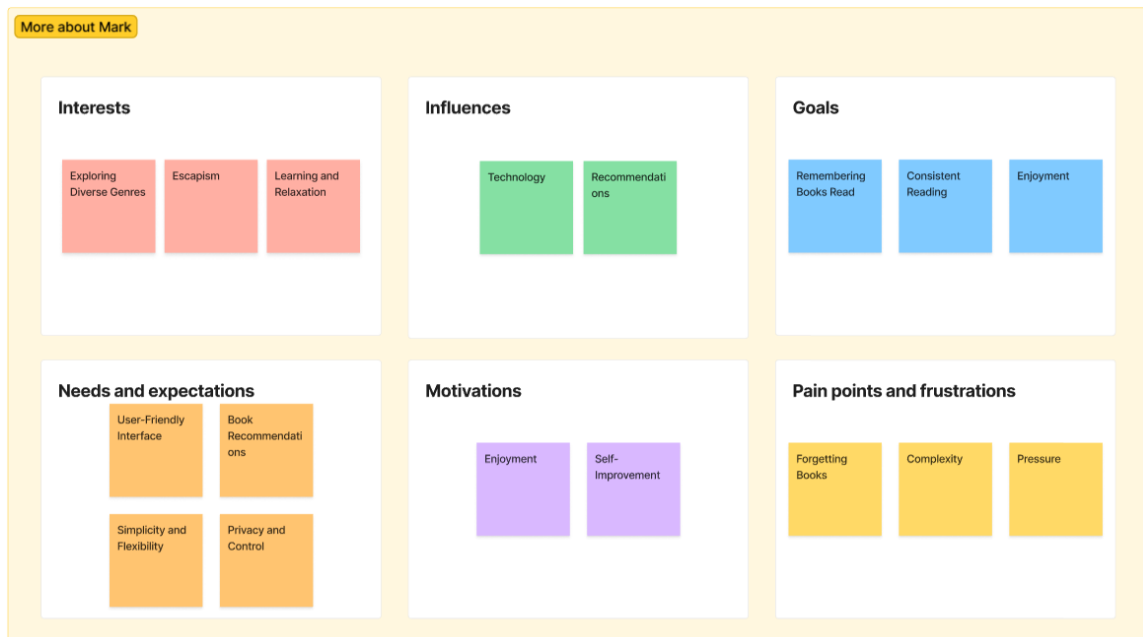




2. Casual Reader - Mark:

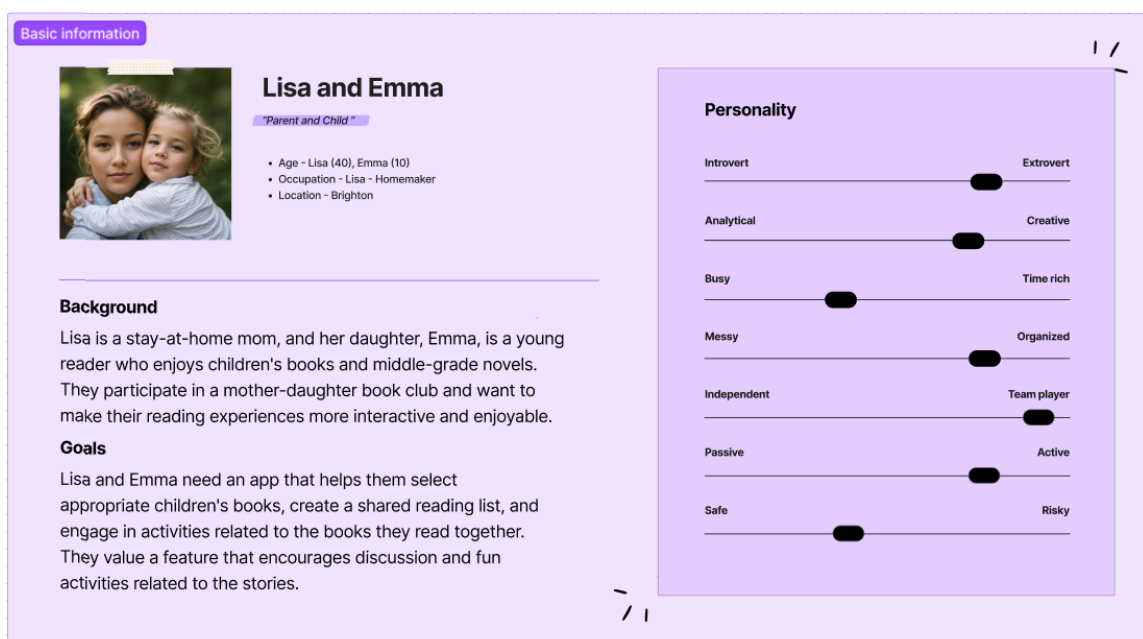
Mark's persona represents a laid-back, leisure-oriented reader who enjoys books without setting stringent goals or expectations. The app should be designed to make his reading experience more manageable and enjoyable, with a focus on simplicity and flexibility to accommodate his sporadic reading habits.

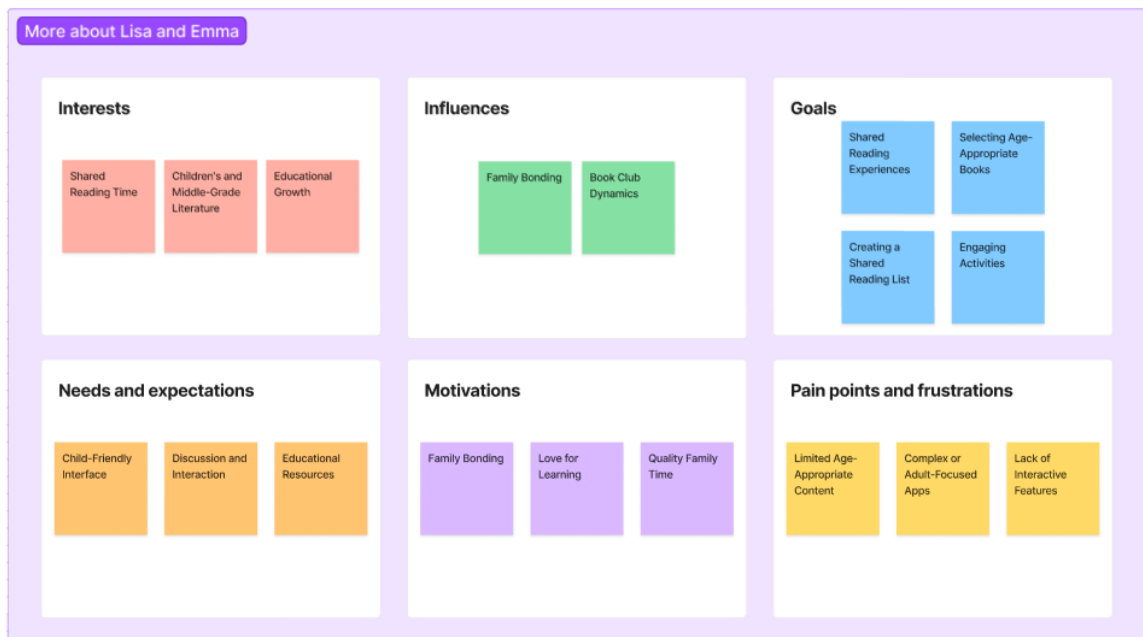




3. Parent and Child - Lisa and Emma:

Understanding Lisa and Emma's unique dynamic and their needs as a family unit will help in designing an app that caters to their specific goals and provides a platform for enriching their mother-daughter reading experiences.





2. Information Architecture and Card Sorting



Information architecture (IA) in UX design refers to the structural design of information within a system, website, or application. It focuses on organizing, categorizing, and labeling content and data to create a coherent and user-friendly structure.

Topics related to reading hobby app.

1. **Book Recommendations:** Provide personalized book recommendations based on reading history and preferences.
2. **Reading Challenges:** Create and participate in reading challenges to set and achieve reading goals.
3. **Reading Lists:** Curate and share reading lists for different genres, moods, or themes.
4. **Book Discovery:** Explore new books, releases, and bestsellers across various genres.

5. **Book Clubs:** Organize, manage and join book club discussions, schedules, and reading selections.
6. **Reading Progress Tracking:** Monitor and visualize reading progress through page counts, chapters, or audiobook minutes.
7. **Book Reviews and Ratings:** Write and read book reviews and ratings from fellow readers.
8. **Book Swap and Trade:** Facilitate book swaps or trades with other users to share books.
9. **Literary Events:** Stay updated on literary events, author signings, and book fairs in your area.
10. **Bookstore and Library Locator:** Tips for finding local bookstores and libraries to support local businesses and libraries.
11. **Book Quotes and Memorable Passages:** Share and discuss favorite book quotes and passages.
12. **Book Adaptations:** Exploring movies, TV series, and theater adaptations of popular books.
13. **Community Discussions and Activities:** Participate in community discussions, book-related conversations, and activities designed to enrich your reading experience.
14. **Author Spotlight:** Feature and highlight specific authors, their works, and interviews for in-depth exploration.
15. **Book Recommendations for Travel:** Suggest books related to travel destinations and cultures for wanderlust readers.
16. **Book Genre Exploration:** Dive into different book genres and discover new interests. Explore the vast world of literature by delving into genres you haven't explored before.



Card sorting is a UX research method used to understand how users perceive and categorize content or information. It involves participants sorting information items (often represented on physical or digital cards) into groups or categories that make sense to them. This method helps designers and researchers create more user-friendly information architectures and navigation structures by understanding how users mentally organize and categorize content.



"Reading Enthusiast - Sarah," would categorize and label the proposed topics as follows:

Category: Teaching and Classroom

- Book Recommendations
- Book Clubs
- Author Spotlight

Category: Personal Reading Goals

- Reading Challenges
- Reading Progress Tracking

Category: Community and Engagement

- Book Reviews and Ratings

Category: Book Lists and Recommendations

- Reading Lists
- Book Quotes and Memorable Passages

Category: Learning Resources

- Book Recommendations for Travel



As "Casual Reader - Mark," the categorization and labeling would look like this:

Category: Personal Reading Goals

- Book Recommendations


- Reading Challenges
- Reading Progress Tracking

Category: Book Organization and Interaction

- Reading Lists
- Book Reviews and Ratings

Category: Simplicity and Convenience

- Book Swap and Trade

 As "Parent and Child - Lisa and Emma," the categorization and labeling would be as follows:

Category: Family Reading and Activities


- Reading Lists
- Book Discovery
- Book Clubs

Category: Child-Centric Features

- Reading Challenges for Children
- Book Quotes and Memorable Passages

Category: Community Engagement

- Community Discussions and Activities

 Combining the categories for all three personas to create a comprehensive set of categories and labels:

Category: Reading Recommendations and Discovery

- Book Recommendations
- Book Discovery
- Author Spotlight

- Book Quotes and Memorable Passages
- Book Recommendations for Travel
- Book Genre Exploration
- Book Adaptations

Category: Reading Challenges and Progress

- Reading Challenges
- Reading Progress Tracking

Category: Book Organization and Management

- Reading Lists
- Book Reviews and Ratings

Category: Community Engagement and Interaction

- Community Discussions and Activities
- Book Clubs
- Book Swap and Trade
- Literary Events
- Bookstore and Library Locator

3. Sitemap



A sitemap is a visual or textual representation of the structure of a website. It serves as a hierarchical outline or diagram that shows the arrangement of web pages and their interconnections within a website.

