Bookclub

Persona

Name: Mary Ford

Picture

Background:
40 year old –Mother with 2 teenage boys. Works part-time in the pharmaceutical industry.

Job Title / Role:
Book club member

I would somewhere to look up past book club activity.

JOB RESPONSIBILITIES

Main tasks and frequency:

Book club members are jointly responsible for organizing book club meetings. This involves choosing a book and a date for the next meeting. A major requirement is that everyone gets an equal chance of choosing a book and that all members are notified about book club

MAIN GOALS

Have fun meetings discussing books.
Give everyone an equal chance to choose a book.
Keep everyone involved.

PAIN POINTS

We have difficulty remembering which books we have read before and who chose the books. This is important as we like everyone to get an equal chance to choose a book. As our

NEEDS

A simple easy to use app that allows members to record book choices and communicate easily with fellow members.

STAKEHOLDERS

Main persons in contact during work:

Mary and book club member.

COMPETENCIES

User		----	----	❌	----	----	Power User
Proactive		----	❌	----	----	----	Reactive
Work in team		----	❌	----	----	----	Lone Fighter
Global focus		----	----	----	❌	----	Local focus
Innovative		----	❌	----	----	----	Conservative