

Personas and user journey for XYZ publishing house website

Achieving marketing objectives through applying digital technologies and media.

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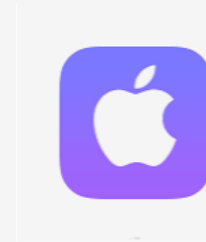
ASSIGNMENT

Objective : The objective of this assignment is to identify user personas and build a user journey for company website.

For purpose of this exercise, you need to select one of the large business consulting firms or large publishing house or large content marketing company and assume the role of a Digital Experience Lead for the selected company. In your new role you are tasked to increase the quality of user experience across company's' digital channels. You have been asked to advice the CMO on approaches to ensuring quality digital experience on the website for registered users with at least one key customer segment of your choice.

1. Provide a background of your chosen organization that gives an overview of the chosen key customer segment and the level of maturity of digital engagement of the registered users.
2. Using the companies website or mobile app, outline at least 3 customer personas and their respective current user journey (one user journey must be of a registered user). Provide at least 3 suggestion on improvements in the user journey.
3. Detail down what tools and data points will you use to measure the effectiveness of the current digital experience provided to registered users and how will you measure the effectiveness of the improved user journey which you identified in point #2.
4. Identify at least 2 competition of the selected company for whom you are working as Digital Experience Lead. Identify and list down best practices across market sector of the selected company for delivering digital marketing experience for registered users.

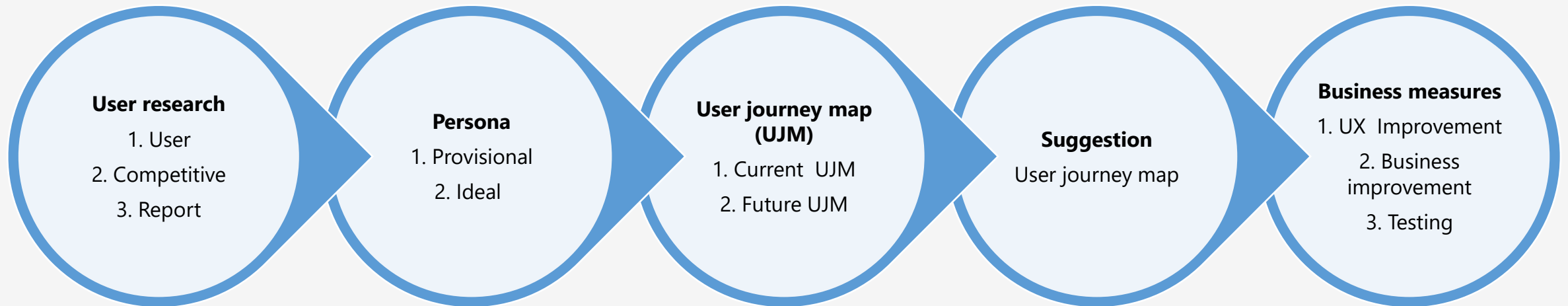
Assumptions



This publishing house has a website and mobile app with the same brand after primary research and analytics.

- Reader prefer to access social cataloging apps on their mobile devices.
- Reader seek out recommendations when deciding what to read next.
- Reader value friends recommendations over online recommendations.
- Reader are unsatisfied with the current reading inventory apps and employ workarounds.
- Reader for reading list technology skew younger (60 years old and under).
- Reader seek "top book lists" when exploring what to read next.
- Reader is registered with this publishing house

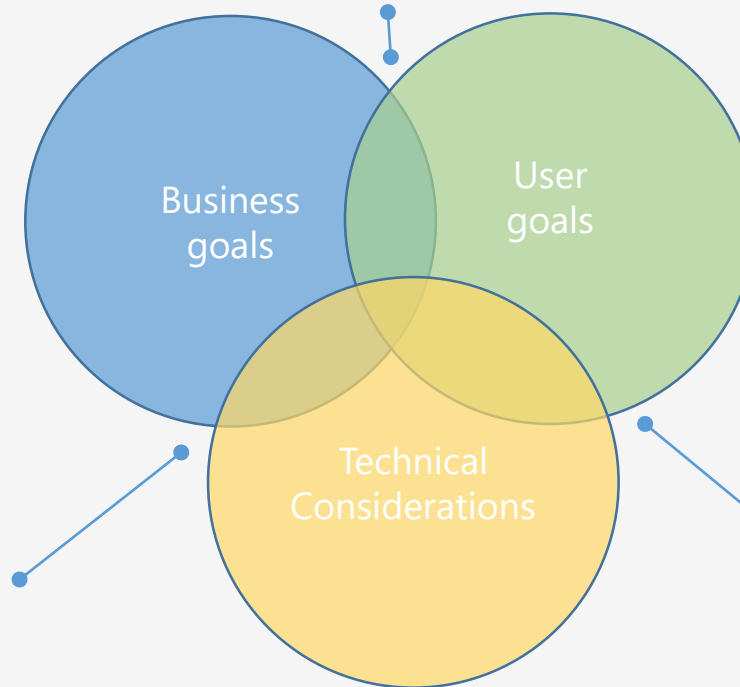
Assignment journey



Venn diagram | project goals + User goals+ Technical considerations

- Manage reading activity.
- Easily manage information from e-books.
- Connect user with other users

- Improvement in existing website and mobile app
- Design a unique brand
- Considering audience, competitors, and values
- Register books in a more automated way
- Keep users engaged
- Give users the ability to track progress on reads



- To read as much as possible
- To discover books which they will find interesting
- Share great books they enjoy with others.
- To retain interesting aspects of a book they have read in the past.

- Efficient and straightforward to maintain and update
- Large catalogue to cover a wide array of study material.

- Uncomplicated to navigate and use
- User account to access previous information.

- Consistent experience across multiple platforms.
- Quick load time.
- Account + data security.
- Optimized experiences based on device being used
- Fingere permissions for touch technology.

Research | Competitive Analysis

<https://macmillaneducation.in/>

Strengths

- Easily keep track of books
- See what friends are reading
- Add / publish new material quickly

Weaknesses

- Book tagging system (for searching for books) is poor
- Book reviews can be misleading for users
- UI is somewhat confusing to users

<https://www.simonandschuster.com/>

Strengths

- Robust tagging system
- Strong cataloguing and tracking system
- Accurate recommendations

Weaknesses

- UI is outdated
- No mobile app
- Lack of social features

<https://arihantbooks.com/>

Strengths

- Good UI
- Robust book tracking
- Strong use of gamification (stats, goals, etc.)

Weaknesses

- Lack of social features
- Requires a subscription to use all features
- Lack of e-book reader integration

Research | Analyzing Secondary Data

Beginning with **market research**, I spent some time familiarizing myself with reading-related apps and trends within the e-book world. I also spent time studying the audience they appeal to and their approach to helping me log their reading activity.

Research goals

- Discover how people keep track of study materials they've read, are reading, and want to read
- Learn how people discover or hear about new published materials
- Understand what influences people's decision on whether or not they want to read a study materials
- Discover if people like to read multiple digital books at a time

I started my research by understanding the problem I'm trying to solve. Organizing, tracking, and discovering digital-books read and unread, can be challenging and is typically not something done in one place, using one product.

Defining Segments & Demographics

Begin with a list of different segments I looked into competitors and browsed threads written by avid readers and users of similar apps. I also conducted a competitive analysis of a few active products and came up with some quick provisional user personas based on the info I've found so far.

I compiled audience data from your social media analytics (especially *Reddit*, *Facebook Audience Insights*), your customer database and *Google Analytics* to narrow in on details like:

Age | Location | Language | Spending power | reading patterns | Interests | Challenges | Stage of life

Provisional consumer segmentation



THE AVID READER

Goals

- Keep track of books currently reading.. read, and want to read
- Set and achieve reading goals
- Find new books in stores

Pains

- Failing to meet their reading goals
- Difficulty adding physical books easily.
- Not knowing what to read next



THE SELECTIVE READER

Goals

- Know they'll like a book before committing to reading it
- Rate the books they've read
- Learn more about a book before reading

Pains

- Wasting money and time on a book they don't like
- Not seeing an overall rating for a book
- Unhelpful



THE ACADEMIC BOOK

Goals

- Catalogue all the books they've read
- See what their friends are reading
- Access reading stats

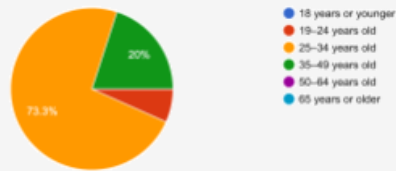
Pains

- Not having control over how they organize and catalogue their book collection
- Irrelevant book recommendations
- Unnecessary features

Survey & interview results | Quotative Research summary

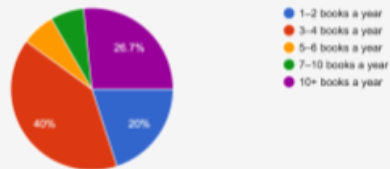
What is your age range?

10 responses



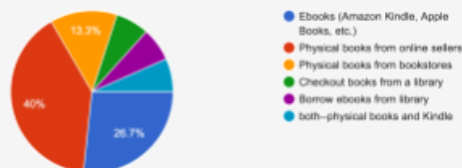
On average, how many e-books do you read a year?

10 responses



How do you most often buy/subscribe e-books?

15 responses



Do you keep track of the study materials you've already read?

Example: Maintaining a personal list of books you've read



Do you keep track of the e-books you want to read? Example: Adding e-books to a wish list, a "read next" list, or something similar.



Do you rate/review the e-books you've read, either for your own personal reference or to share your opinions with others?



- People don't seem to care much about setting goals or personal reading stats or the "gamification" of reading
- People care more about keeping track of e-books they want to read rather than books they've already read
- People are interested in what their friends and family are reading
- However, new books are primarily discovered from looking at and hearing recommendations only
- People especially like recommendations from other people they trust, even more so from people they know personally
- People prefer reviews from sources they trust too, like news sites and blogs or book critics, rather than from random people
- Useful, accurate recommendations are helpful because they filter through the overwhelming amount of books available

Survey & interview results | Qualitative Research

Most people:

- Read 5–15 e-books a year
- Mostly buy physical books online and e-books
- Don't use any apps to track & discover books, and if they do
- Do not read more than one book at a time
- Do not keep track of books they've read
- Do keep track of books they want to read
- Are not interested in rating/reviewing books they've read
- Are interested in what their friends/family are reading
- Discover new books mostly through word of mouth, recommendations from services, searching book sellers online, and blogs/news sites
- Have not ever set a reading goal for themselves
- Look at reviews/ratings for books
- Say reviews/ratings influence their decision to read a book
- Recommendations from people they know personally, reading book reviews, and liking a different book by the same author most influence their decision for a book

Audiences | Insights

Insights

- Avid readers that read many e-books a year and/or more than one at a time
- Selective readers that read reviews and really consider a book before buying it or beginning to read it
- People that like to see what their friends read
- People that like to keep track of the e-books they've read and want to read

Common Goals

- Knowing they'll probably like a book before committing to it (via reviews, recommendations, etc.)
- Keeping track of books easily and in one place

Wants

- Make it easy to keep track of books
- Deliver relevant book recommendations
- Provide social features such as friends, lists, challenges, and reviews
- Make it easy to find new books

Common Pain Points

- Poor recommendations from services (simple recommendations based on genre are usually not helpful)
- Spending time/money to read a book that they end up not liking
- There's an overwhelming amount of books available and being recommended and it's hard to consider what to read next
- Too many books in their "want to read" list
- Forgetting about books they want to read (i.e. not keeping track of them)

Survey & interview results | Conclusions

- The target audience is frequent readers, ages 25–40, but also these are casual readers that read for fun or knowledge enrichment, not necessarily for keeping up with stats or goals or to compare themselves with others
- People don't seem to care much about setting goals or personal reading stats or the "gamification" of reading
- People care more about keeping track of books they want to read rather than books they've already read
- People probably would track their books more if it was easier for them to do so
- Recommendations and reviews helps people decide what book to read
- People are interested in what their friend and family are reading
- New study materials are primarily discovered from looking at and hearing recommendations
- People especially like recommendations from other people they trust, even more so from people they know personally
- Useful, accurate recommendations are helpful because they filter through the overwhelming amount of books available
- Because there are too many books people want to read, people want to know: which ones are most worth their time?

Persona 1: THE STUDENT



Saroj rani

Age: 22

Gender: Female

Occupation: Student

Behavior: She reads often for her courses but loves digging into a new book unrelated to schoolwork. She gets satisfaction on learning about new things and diversifying her knowledge on her interests. It brings her value in her day to day life as well as socially interacting with other students with different interests. Sharing information based off books she's read. She loves sharing her notes with friends and recommendations on books she thinks they'll like.

Goals:

- Continue to build her knowledge around her interests.
- Have a personal collection of books she's read along with notes from each book.

Needs:

- Ability to catalogue her books + notes.
- A way to get recommendations based on her major vs personal pleasure.

Pains/Frustrations:

- . Not being able to discover the right book.
- Not being able to effectively share her insights on books. Sometimes reviews come off too impersonal.

Persona 2: THE e-book CLUB HOST



Neil Arora

Age: 30

Gender: Male

Occupation: Software engineer

Behavior: His flexible schedule allows her to read whenever she has a sliver of time. Whether he's reading an e-book or a hardcover he always has some material on his. He loves sharing his opinion on books he's reading and exchanging books with friends. This lead his to hosting a e-book club for all his friends to read together as well as converse about books they have been enjoying.

Goals:

- Keep a catalogue of what he's read with his rating and thoughts on the book.
- Read reviews from trusted sources.

Needs:

- Trusted reviews from others.
- Large catalogue of books to chose from that has an eclectic variety.

Pains/Frustrations:

- . Committing her time to a book that he ends up not enjoying.
- . Overwhelmed by the amount of Best Sellers and Endless amazing material to read.

Persona 3: THE BOOKWORM



Robert Jefferson

Age: 52

Gender: Male

Occupation: History Professor

Behavior: A passionate book reader that makes frequent visits to his local book store weekly. He knows what he loves however is well versed in various genres. He strives to keep a balance of reading to learn and for pleasure. He enjoys talking with others about what he's reading and makes recommendations based off what other people say they like.

Goals:

- To read books he knows he will like.
- Discover books that he would be interested.
- Helping other readers by sharing quality book recommendations.

Needs:

- Ability to adjust recommendations based on his taste / reading history.
- A convenient way to see what are popular books within a genre.

Pains/Frustrations:

- Overwhelming amount of recommendations from others that he will not enjoy.



Neil Arora

Age: 30

Gender: Male

Occupation: Software engineer



OUR Ideal registered user

Based on the insights and needs uncovered during my primary research synthesis, I established a user persona: **Neil Arora**. Neil is a 30 years bachelor smart software engineer living in New Delhi. He loves digging deep into a new e-book and immersing himself in the world or character the plot surrounds. Although he loves to read at times but as daily routine he travel by metro (morning 8 to 9AM) to office and leisure time. He wants facility the page where he left the passage. He likes to keep the quote and make its creative to share to friends. He use app in travel and desktop in office hours . He finds it difficult to find time in his busy schedule to sit down and unwind with a good read. Neil finds study material reviewers to be biased as they only speak to the positive or the negatives of a particular book. He doesn't like spending his time debating on whether or not it'll be worth it, so mostly he use the research time at night 8 to 11PM. He always need a new published study material to study . Each book has something he can take from it, even if he doesn't like the book as a whole.



Neil Arora

Age: 30

Gender: Male

Occupation: Software engineer

Location: New Delhi, India

Status: Single

"Reading is an integral part of my day, when it comes to choosing a book I often opt out of reading reviews because of how biased some people can be. Each book has something I can take from it, even if I don't like the book as a whole."

Neil is a Brand Strategist that lives in Bushwick, NYC. He loves digging deep into a new book and immersing himself in the world or character the plot surrounds. Although he loves to read at times he finds it difficult to find time in his busy schedule to sit down and unwind with a good read.

Neil finds book reviewers to be biased as they only speak to the positive or the negatives of a particular book. Although he does enjoy the amount of information these sources provides, he prefers to buy a book if he thinks he will like it. Neil doesn't like spending his time debating on whether or not it'll be worth it. Each book has something he can take from it, even if he doesn't like the book as a whole.

GOALS

- To read as much as possible
- To discover books which he will find interesting.
- Share great books he enjoys with his friends.
- To retain interesting aspects of a book he has read in the past.

FRUSTRATIONS

- Reviews often don't reflect the qualities of a book.
- Not being able to recall aspects of books he liked.
- Feeling like he can't "poke" around an app the same way he does a store when looking for something to read.
- Feeling like it's hard to find time to read.

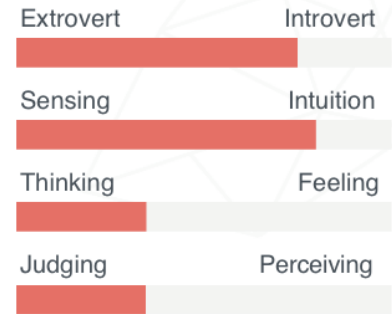
NEEDS

- Access to transparent, authentic reviews
 - The ability to receive recommendations from people he knows.
- A way to digitally browse books.
- The ability to quickly reference parts he has read.

MOTIVATIONS

- Taking a break from technology.
- Entertaining himself with an engaging book.
- See things through different perspectives.
- Getting inspired by different story's people tell.

PERSONALITY



BRAND AFFILIATIONS



FAVORITE BOOK





NEIL ARORA Current journey map

Getting new material, study , passage bookmark, quote creation and sharing at day to day activities

Stages of journey

Awareness

Consideration

Decision

Delight

Information need

Looking for information

Look again

Seek again

Work with feature

Delight

8:00 AM-11:00 PM

Searching digital study material
1. Search engine
2. Social media
3. Word of mouth

9:00 AM-10:00 AM

1. Open app with ID / Password authentication
2. Write down page number or URL in notepad
3. Close app

10:00 AM -04:00 PM

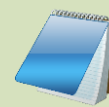
1. Open app / website by ID/ password
2. Want progressive study on website where ended but lost last session
3. Close the session

4:00 PM -06:00 PM

1. Open app with ID/password
2. Want to make copy, highlight , create quote
3. copy quote

1. Open creative study feature to create/ view / copy quotes
2. Share to friend by WhatsApp

1. Recommend the app by sharing link in WhatsApp
2. Rate and share experience in app itself



1. Social media advertisement ,New material alert , omnichannel

1. Need Bookmark manager
2. Finger ID to open app

1. Schedule feature for study as daily activities
2. Omnichannel

1. Need creative study studio for copy, share, create interactive material

Social media sharing

1. Social media sharing
2. Rating
3. Recommendation
4. Loyalty
5. Retention



NEIL ARORA Future journey map

Getting new material, study , passage bookmark, quote creation and sharing at day to day activities

Stages of journey

Stages of journey	Awareness		Consideration		Decision	Delight
	Information need	Looking for information	Look again	Seek again	Work with feature	Delight
	8:00 AM-11:00 PM	9:00 AM-10:00 AM	10:00 AM -04:00 PM	4:00 PM -06:00 PM		
Activities	Searching digital study material 1. Search engine 2. Social media 3. Friends 4. New material alert	1. Open app with finger authentication 2. Book mark manager to seek that page 3. Share quote to friend 4. Close app	1. Open website by password stored 2. Progressive study start where left 3. Close the session	1. Open app with finger authentication 2. Book mark manager 3. copy quote	1. Open creative study feature to create/ view / copy quotes 2. Share to friend	1. Recommend the app, study quality to others 2. Rate and share experience on social media by given feature
Touchpoints						
Experience						
Achievement by improvement	1. Social media advertisement , Subscription offer, alert , omnichannel	1. Bookmark manager 2. Feedback from consumer	1. Schedule feature for study as daily activities 2. Omnichannel	Creative study studio for copy, share, create interactive material	Social media sharing	1. Social media sharing 2. Rating 3. Recommendation 4. Loyalty 5. Retention 20

Suggestion for improvements

Suggestion : 1

Action plan for continuous feedback. It will improve user experience for user wishes as well as loyalty .



Suggestion : 2

Decorate app /website with features e.g. bookmark manager, creative studio to (copy, create and share) , alert, study schedule , AI, AR , audio-book, micro-animation, subscription alert, notifications etc.



Bookmark manager



Creative studio



Podcast



Notification

Suggestion : 3






Omnichannel implementation to improve user experience for cross device and cross location as per user align with their day-to-day activities.



Omnichannel experience and marketing



Measure of effectiveness for company as per customer journey

Stage	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	View online ad, see social media campaign, hear about from friends	Conduct Make a purchase and study research, research competitors, compare features and pricing	Make a purchase or subscribe to study by use the app	Receive product/service, contact customer service, read product/service documentation	Make purchase, share experience
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	 Interested, hesitant	 Frustrated	 Excited	 Curious, excited	 Satisfied, excited
KPIs	Number of people reached	New website visitors	Conversion rate, online sales	Product reviews, customer service success rate, waiting time	Retention rate, customer satisfaction score
BUSINESS GOALS	Increase awareness, interest	Increase website and app visitors	Increase conversion rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate
TEAM(S) INVOLVED	Marketing, communications	Marketing, communications, sales	Online development, sales, marketing, customer service	Customer service, customer success	Online development, customer service, customer success

Testing

Task 1: Adding a bookmark to a wishing read list

TASK INSTRUCTIONS

We've been using app, to keep track of e-books page where last read and want to read. It just remembered about a book reader been wanting to read, "The Wind-Up Bird Chronicle" by Haruki Murakami. Find the e-book page 5 and add it to your Want to Read list.

TESTING NOTES

Being consistent with the design and placement of "add" buttons has positively impacted the design. It seems like there was very little friction between users and their goal of finding a book quickly and adding it to their library.

Task completion rate

94%

Testing

Task 2: Sharing a friend's suggested book

TASK INSTRUCTIONS

Your friend Rahul had suggested to read "Idaho" by Emily Ruskovich. Go to Neil profile, find suggested books, and share "Idaho" to friend.

TESTING NOTES

The main pain point was simply finding Neil's' profile quickly and easily. This was partially a limitation of the prototype, since some users attempted to search for But even besides that limitation, people still struggled to find where the friends list was located. I have since placed the friends list at the top of the Activity section on the Home screen, to maximize visibility.

Task completion rate

100%

Testing

Task 3: Access the reading book in seamless at cross location

TASK INSTRUCTIONS

Open the app and read the book , add the page in bookmark. As per the schedule the page would be start when work in app or desktop.

TESTING NOTES

This was partially a limitation of the prototype, since some users attempted to login again But even besides that limitation the same book page has been upfront to use..

Task completion rate

84%

THANKS

Pratap Aditya | Mob: 9868375908 | 21-jan 2023 | New Delhi