

PROJECT SCOPE - BookAR

by Sadia Butt, Viktoria Langeder

PERSONAS

Persona 1



Frieda Friendly, 24

Student

Family: Single

Location: Munich

INTELLIGENT

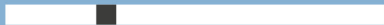
CARING

HONEST

CURIOUS

PERSONALITY

Introvert Extrovert



Thinking Feeling



Sensing Intuition



Judging Perceiving



“ *Everytime I buy a book I am really keen on reading it. That's why the frustration is even bigger when it is not as good as I expected it to be.* ”

GOALS

- finish my study and become a good teacher
- staying in a good relationship with my family and friends
- write my own short novel about a family in a small town

FRUSTRATIONS

- finding new books in a big bookstore
- managing the study, part time job and social commitments
- want to visit my family in the north more often but travelling is so expensive

BIO

Hello, my name is Frieda. I am 24 and currently studying in Munich to become a primary school teacher. I wanted to see something new, so I moved from the north of Germany to Munich. Sometimes it's hard that I see my family and friends so rarely, but I don't regret it a second even if the start was hard.

I don't have that much spare time, next to my study because I also work part time in an office. But when I do, I really like to grab a book, a cup of coffee and have a relaxing evening in my own world. Furthermore, I started knitting again, this is so relaxing next to watching some romantic movie or exiting series.

And even tho I am a still a student, am not that much of a party person. I personally prefer a chill evening where I am meeting up with my close friends, so we can cook or just chill together to catch up.

Persona 2



Robin Reader

Bookseller, 35

Family: married, 1 child

Location: Ingolstadt

PERFECTIONIST

FUNNY

SMART

OPEN-MINDED

PERSONALITY



“I have read so many books in my life. Still, I feel like giving book recommendations is really hard since every book is different just like every person is.”

GOALS

- “make reading great again”
- being a good father to my daughter
- I would love to have my own bookstore one day and it would be even greater, to invite Sebastian Fritzek there for a reading

FRUSTRATIONS

- being such a perfectionist can be really exhausting - it's not that easy with a little child at home
- since the public transport here in the country is very poor, I often have to go by car
- I am frustrated, when I am not able to help a customer, because I can't find a suitable book

BIO

Hi, I am Robin. I am very happily married since 4 years and have an incredible cute 2 year old girl. I have always worked as a bookseller and I still love it. Selling books and recommend some to costumers is my passion. It's just a great feeling, when someone comes back and talks about, how great the recommendation was.

After work and on the weekends I try to spend as much time as possible with my family. We do a lot of trips with other familys who have kids. Since I don't have as much time to read as I used to, I often read to my daughter from picture books.

For a healthy work-life balance I also try to play 2 to 3 times a week tennis with friends and furthermore I am playing in the theatre.

USER STORIES

User Rollen: Administrator, User

General functionalities: Reviews, User Profile, Recommendations, Personalization

Reviews:

As a User I want to write reviews of books so that I can share my personal opinion and help others getting a first impression of a specific book.

As a User I want to edit reviews of books so that I can adjust my review if I change my opinion about the book.

As a User I want to read reviews of books so that I can decide which one to buy.

User Profile:

As a User I want to create a user profile so that I can have a personalized experience and view all my personal information in one space.

As a User I want to edit my user profile so that I can change my personal information whenever it is necessary.

As a User I want to delete my user profile so that all my personal data is deleted, when I don't want to use the app anymore.

As a User I want to view my user profile so that I can check whether all entered information is still correct.

Personalization

As a User I want to set preferences of book genres in my profile so that I can get personalized recommendations of books.

As a User I want to change preferences of book genres in my profile so that my personalized recommendations of books can be adapted to changes in my taste of books.

Recommendations:

As a User I want to read recommendations so that I can get inspired on which books to buy.

As a User I want to delete or edit recommendations so that I can correct mistakes, adapt the text or delete it altogether if my opinion changes.

Saving / Favorites:

As a User I want to save and favourite books so that I have a good overview of them, if I want to read them later.

As a User I want to mark books, that I have already read so that I can keep track of my readings and that I can rate them or write a recommendation.

Other Books of authors:

As a User I want to see recommendations of books, that have been written by the same author as books I have already read so that I can also check them out.

Price, Availability

As a User I want to see the prices of books so that I know how much they will cost, when I buy them.

As a User I want to see the availability of books in local and online book stores so that I can decide where to buy them.

STORYBOARD

