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Re-Design: User Interface
Week 3
July 24, 2023

Personas

1. Saron

Background:

- Saron, a 27-year-old big reader, delights in learning about and debating new novels with others. She likes to read modern fiction, and she is constantly seeking recommendations.

Simple Task:

- Saron wants to look through books with a particular category, romance or mystery.

Complex Task:

- Saron wants to provide a review for a book she just completed reading.
- Saron also wants to share this book as a recommendation through email with one of her close friends.

Usability:

- The navigation menu is simple, and Saron may quickly discover books by category. The review submission form is simple so that Saron can submit her review without delay.

2. Adam

Background:

- 32-year-old Adam is a busy professional who likes to read in his free time. Although he only has a little time to browse, he wants to find new books to read.

Simple Task:

- Adam would like to view the top-rated books on this website.

Complex Task:

- Adam wants to find a book that is like a specific book he enjoyed.

Usability:

- Adam may quickly view the best-selling books by visiting the website's "bestsellers" area, which is simple to find. Adam may quickly identify books like his favorite with the search feature's simple-to-use interface.

3. Simon

Background:

- Simon, a 21-year-old college student majoring in literature, is in his second year. He seeks a resource that offers in-depth analyses and critical evaluations of modern literature.

Simple Task:

- Simon is interested in reading the most recent website reviews.

Complex Task:

- Simon seeks a review or conversation on a particular subject, like gender studies or postmodernism.

Usability:

- Simon may easily access the most recent reviews because of the website's homepage's visual presentation. Simon may quickly access information and discussions about her interests using the website's search engine, which is simple to use.