User Personas for Image Processing Pipeline MVP

Persona 1: Sarah Chen - The Hobby Photographer

Demographics

- **Age:** 28
- **Occupation:** Marketing Manager
- **Location:** Seattle, WA
- **Technical Skill:** Intermediate

Background

Sarah takes photos during her weekend hikes and travels. She has thousands of photos on her phone and laptop but struggles to organize them. She currently uses Google Photos but wants more control over her image processing and organization.

Goals

- Quickly upload and process batches of travel photos
- Auto-organize photos by location and content
- Create different sizes for social media posting
- Find specific photos quickly (e.g., "sunset at beach")

Frustrations

- Manual tagging takes too much time
- Existing tools are either too simple or too complex
- Difficult to find specific photos from past trips
- Resizing for different platforms is tedious

Motivations

- Share memories with friends and family
- Build a searchable personal photo archive
- Save time on photo organization
- Maintain photo quality while creating variations

Quote

"I want to spend time taking photos, not organizing them. If I could just upload and have everything sorted automatically, that would be amazing!"

Persona 2: Marcus Rodriguez - The Content Creator

Demographics

- **Age:** 34
- **Occupation:** Freelance Graphic Designer
- **Location:** Austin, TX
- **Technical Skill:** Advanced

Background

Marcus creates content for multiple clients and needs to process images regularly. He works with product photos, lifestyle shots, and promotional materials. Currently uses Adobe Creative Suite but needs a quick solution for batch processing.

Goals

- Process client images in bulk with consistent settings
- Extract text from images for SEO purposes
- Generate multiple versions quickly (thumbnails, web, print)
- Apply consistent filters across image sets

Frustrations

- Adobe tools are powerful but slow for simple batch tasks
- Clients often need quick turnarounds
- Managing different image versions is chaotic
- Lack of automation in current workflow

Motivations

- Increase productivity and take on more clients
- Deliver consistent quality work
- Automate repetitive tasks
- Improve client satisfaction with faster delivery

Quote

Persona 3: Dr. Emma Thompson - The Researcher

Demographics

- **Age:** 45
- **Occupation:** Marine Biology Professor
- **Location:** San Diego, CA
- **Technical Skill:** Basic to Intermediate

Background

Emma documents marine life and needs to organize thousands of research photos. She collaborates with other researchers and needs to share categorized images. Currently uses basic folder organization and manual naming.

Goals

- Auto-detect and tag marine species in photos
- Extract location data from images
- Search photos by species, location, or date
- Share organized collections with colleagues

Frustrations

- Manual categorization is extremely time-consuming
- Difficult to search across thousands of images
- No easy way to share organized collections
- Losing track of photo metadata

Motivations

- Advance research through better data organization
- Collaborate more effectively with team
- Build comprehensive species database
- Focus on research rather than file management

Quote

"I have 10 years of underwater photography that could be invaluable for research if only I could organize and search through it effectively."

MVP Focus

For the MVP, we will primarily focus on **Sarah Chen** as our primary persona, as her needs represent the core functionality:

- Simple upload interface
- Automatic tagging and organization
- Basic image processing (thumbnails, filters)
- Search functionality

The features needed for Sarah will provide the foundation that Marcus and Emma can build upon in future iterations.