

# User Persona



Persona 1  
Sahlar Salehi

## Key Attribute

Competitive, serious, eager, motivated, ambitious

## Short Description

Author who is looking to publish a book that he has just written and wants to ensure that it becomes a bestseller

## Needs

Sahlar has graduated college, earning both his bachelors and masters degree in English Literature. He has been working on a book for some years now and wishes to ultimately publish and sell it. He wants some insight on what kinds of books are doing the best in the market and the kinds of books that spark the most activity.

## Challenges

A frustration of his is that he doesn't know what kinds of books the general audience might like because he wants to make sure that the book he is publishing will also do well. The literature industry is vast and he isn't sure exactly what there is in the market that is getting the most attention. He is not going to copy anything but wants to see what genres are better as he is willing to make edits to his book accordingly. He also isn't sure what pricings he would set his book at.

## Opportunities

The interactive dashboard will display bestseller books. The dashboard will show the number of reviews consumers have left on products, prices, and the year that the book was first marked a bestseller. There will also be a feature to show which books are fiction and which are non-fiction as it will help Sahlar to see trends such as if a certain type is doing better. Overall, the information will allow Sahlar to not only see the the kinds of books in the bestseller industry but also associated pricing. This can be helpful to determine what individuals are willing to pay and inspire him to edit his product. In addition to editing the book he has already written, Sahlar will get more insight for his future books as an author.

# User Persona



Persona 2  
David Merino

## Key Attribute

Curious, studious, cheerful, devoted, creative, critical thinker

## Short Description

Student who is really excited to get into reading but doesn't know where to start

## Needs

David is a student in college who hasn't really read in the past but is really interested in getting into reading now. He wants to start with books that most people like because it seems like whenever people are talking about books, he doesn't really have anything to contribute because he hasn't read them. He has heard great things about these books and is excited to delve into them.

## Challenges

A frustration he has is that he isn't aware of what books have been read the most. He has heard of titles here and there but isn't sure about the titles. He also wants to mainly read fiction books but isn't sure which ones are or aren't. David also wants to talk to others about these books and participate in conversations but isn't sure if there are certain books that might spark more conversation than another.

## Opportunities

The interactive dashboard product will help David to see what book have been leading bestsellers and have earned the most reviews. He can filter the dashboard to see which ones are fiction or non-fiction so that he doesn't get confused and knows which genre to choose from. The number of reviews on each of the books will be helpful as it can help David to gauge which books are the ones that people have a lot to say about. He will then know that these are the books that he can potentially spark more conversations. Through the dashboard, David will be able to get a start on which books to start reading.