

# User Persona

TIP: Duplicate these pages to repeat the exercise for another persona.



Sally Smith

## Key Attribute

Age: 21  
Occupation: Student  
Location: Charlottesville, VA  
Characteristics: Shy, Soft Spoken, Kind, Introvert

## Short Description

Sally Smith is a 1<sup>st</sup> year at UVA and majoring in Data Science. She is intrigued by the tech world and the ever-changing state of AI. In her free time Sally loves to read, spend time with friends, and try new restaurants in Charlottesville. Reading is a new hobby and has become a solace as she adjusts to college.

## Needs

Sally is a new to casual reading. She didn't read much in middle or high school, but she has resorted to other ways to occupy her time other than TikTok and Instagram. As a novice, she doesn't know exactly which genres she likes or what book to reach for. As a data science major, she appreciates the efficiency of data driven recommendations.

## Challenges

- Websites like Amazon and Barnes and Noble mainly focus on newer releases
- Online website are dated and recommendations are typically limited to one year
- Social media recommendations are too focused on a single genre
- Sally doesn't have a single resource that has a comprehensive list of good books

## Opportunities

- Rank books over from a period of 40 years
- Show top books in each genre
- Filters the demographic of raters to find most relatable in taste
- Personalize recommendations
- Guarantees seamless user experience

# User Persona

TIP: Duplicate these pages to repeat the exercise for another persona.



Joe Nano

## Key Attribute

Age: 27  
Occupation: Book Store Owner  
Location: Boston, MA  
Characteristics: Entrepreneurial, Passionate, Extrovert, Resilient

## Short Description

Joe owns a bookstore in Boston, Massachusetts. He graduated Boston College six years ago and started his career as a Product Manager at Google. After two years, he decided he wanted to pursue his dreams and open his own bookstore. With his background in tech, he wants to leverage data science to differentiate his bookstore, which many see as a dying industry.

## Needs

The bookstore has been doing mediocre, and many reviews criticize the selection provided. Though Joe likes to read, his preferences are niche and his bookstore selection reflects that. Joe wants to keep up with the trends in consumer behavior and cater to the needs of his consumers.

## Challenges

- Large market industry research services are very expensive and inaccessible
- Inventory is difficult to manage as books go in and out of popularity
- Low understanding of Boston book culture

## Opportunities

- Show top books in each genre
- Filters the demographic of data sources to understand Boston consumers
- Predicts what books are in and out of popularity to help control inventory