



Persona type

Name HUGO

Age MID 30S TO EARLY 40S

Location SUBURBS? (NO PROXIMITY TO BOOKSTORES)

Technical comfort KNOWS HOW TO WORK APPS

Job Title

Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- OFFICE ~~JOB~~ JOB WITH DOWNTIME IN EVENINGS & WEEKENDS
- VAGUELY POSITIVE & WITHOUT STRONG HOBBIES

Motivations

How have they found or heard about the website/service? Why would they be interested?

- SLIGHTLY INTERESTED IN DISCOVERING COMICS
- GOOGLE/ONLINE SEARCH?

Goals

What do they want to get out of this service? What are they aiming to achieve?

- FULLY DEVELOP NEW INTEREST IN COMICS
- DISCOVER FAVOURITE BOOKS
- PRODUCTIVE USE OF DOWNTIME

Barriers

What would stop them from visiting, choosing and using the website/service. What would annoy them as they use it?

- UNSATISFACTORY RECOMMENDATIONS?
- UNCOMFORTABLE COMMUNITY INTERACTIONS
- CULTURAL GAP?

Quote

We'll know we've done a good job when this persona tells us

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