

Goodreads Readers

Comprehensive User Personas





First Impressions



Name: Emma

Role: The Enthusiast

Demographics: Female
15 years old
10th grade student
Part time waitress
Spring Athlete
Introvert
Enjoys fantasy novels
Part of a monthly book club

“I love talking to people about plot points and characters, as I read a book.”

“I read and write reviews of books I read because they are helpful to connect with like-minded readers.”



Goals

- Emma wants to easily find book recommendations by genre and popularity.
- Emma wants to keep reading as a hobby
- Emma wants to connect and engage with safe and like-minded people.
- Emma wants to read along with people who are at the same plot points as her so she does not have to worry about spoiling something for someone else.

Journey

- Emma started reading books her Field Hockey teammates recommended her. Fell in love with Fantasy books.
- She updates her reading status at the end of each time she reads. She writes her thoughts down and explains what is happening but avoids spoilers.
- Emma joined a book club that has both a discussion board and in person meetings to fill her need for talking about books in detail.



Motivational Factors

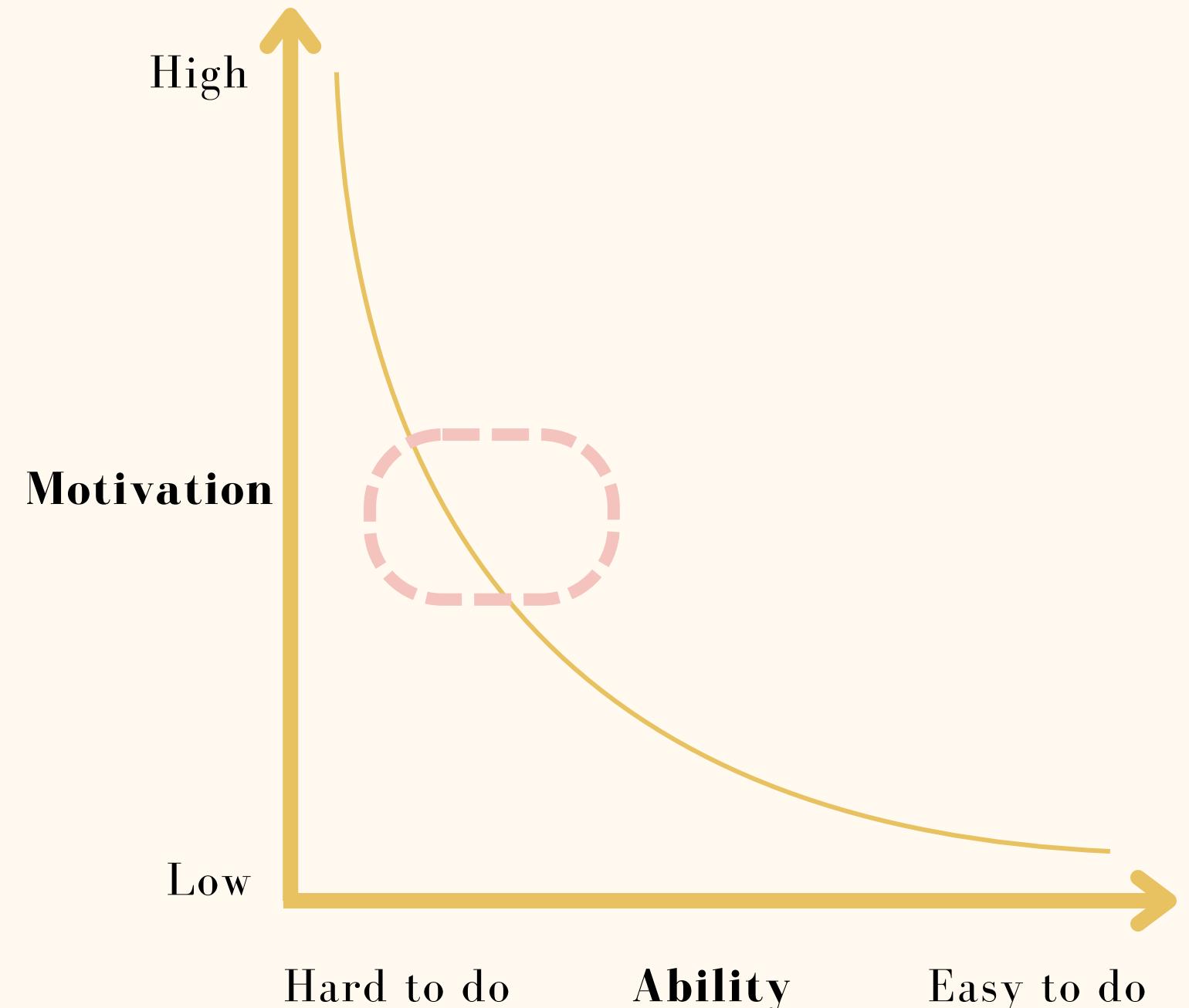
- Updating reading progress to the agreed upon chapters so she can stay up to date with the book club and avoid spoilers.

Inhibiting Factors

- Emma struggles to choose reading over spending time on social media.
- Emma is frustrated the inability not to customize her app's navigation. She wants easier access to groups and friend's profiles.

Possible Triggers

- Finishing a day of socializing.
- Book Club meeting is soon approaching.



Motivation vs Ability

Goodreads' website and application are convenient for users tracking but interacting with other users is not easy.

Influencers



Carly (Best Friend)

Role: The Asker

Asks to look at Emma's progress and noted margins hoping to talk about a plot point she's excited about.

Image Source: Katerina Holmes | Pexels



Molly (Teammate)

Role: Compulsive Shelver

Has a collection of books that she has bought but never read but will loan her friends. During the field hockey season Emma and Hailey bond over a book they read together on bus rides.

Image Source: Arthur Krijgsman | Pexels



Leonie | @TheBookLeo

Role: Book Club Organizer

Encourages her viewers to read along with her and starts discussions through live streams and surveys.

Image Source: @thebookleo



Environment

In the Living Room

on her computer transferring the notes she wrote in a book's margins to the progress section. She also double checks that her Kindle notes have processed into Goodreads.

On the school bus

while waiting to be dropped off at her house Emma checks the Goodreads groups she is apart of for updates.

In Barnes and Noble

with friends looking for the books they've saved in their TBR lists, specifically new releases. Also possibly looking for the Book Club book of the month.



Image Source: Ajay Suresh | Flickr



Persona Family



The Authors

Wants to directly connect and hear the opinions of their readers. Struggles to understand if a review or rating is by someone who actually read the book.

Image Source: [@tjklunebooks](#)



The Librarian

In efforts to purchase and display books that their community they may look to the ratings and groups that Goodreads users are apart of. They may also looking for a new book themselves.

Image Source: [Beth Piezzo | LinkedIn](#)



Trendy Teen

A teen that is new to reading because of the popularity on TikTok and Instagram. Does not want to feel left out.

Image Source: [Osama Abo_jamoos | Pexels](#)

Persona Matrix

Spontaneous Reader



Bookworm



Average Reader



Inconsistent Reader



First Impressions



Name: Maeve

Role: The Organizer

Demographics: Female

21 years old

Full-time graduate student

Part time worker

Enjoys romance novels

Open to exploring new genres

“I read for fun as an escape from make me less stressed when I have to focus on school work.”

“Many of my friends do not read so having a community of people keeps me inspired to read.”



Goals

- Maeve wants to easily track how many books she has read over a year.
- Maeve wants to receive book recommendations based on her interests and previous readings.
- Maeve wants to connect with people in the book community so her opinions are heard.

Journey

- Maeve currently watches three YouTubers that read similar book genres and themes that can be added to her “to be read” list.
- She updates her reading status at the start of reading a book and only again at the end of it.
- She is not in any book clubs
- She does not share her opinions or recommendations with peers unless they ask.



Motivational Factors

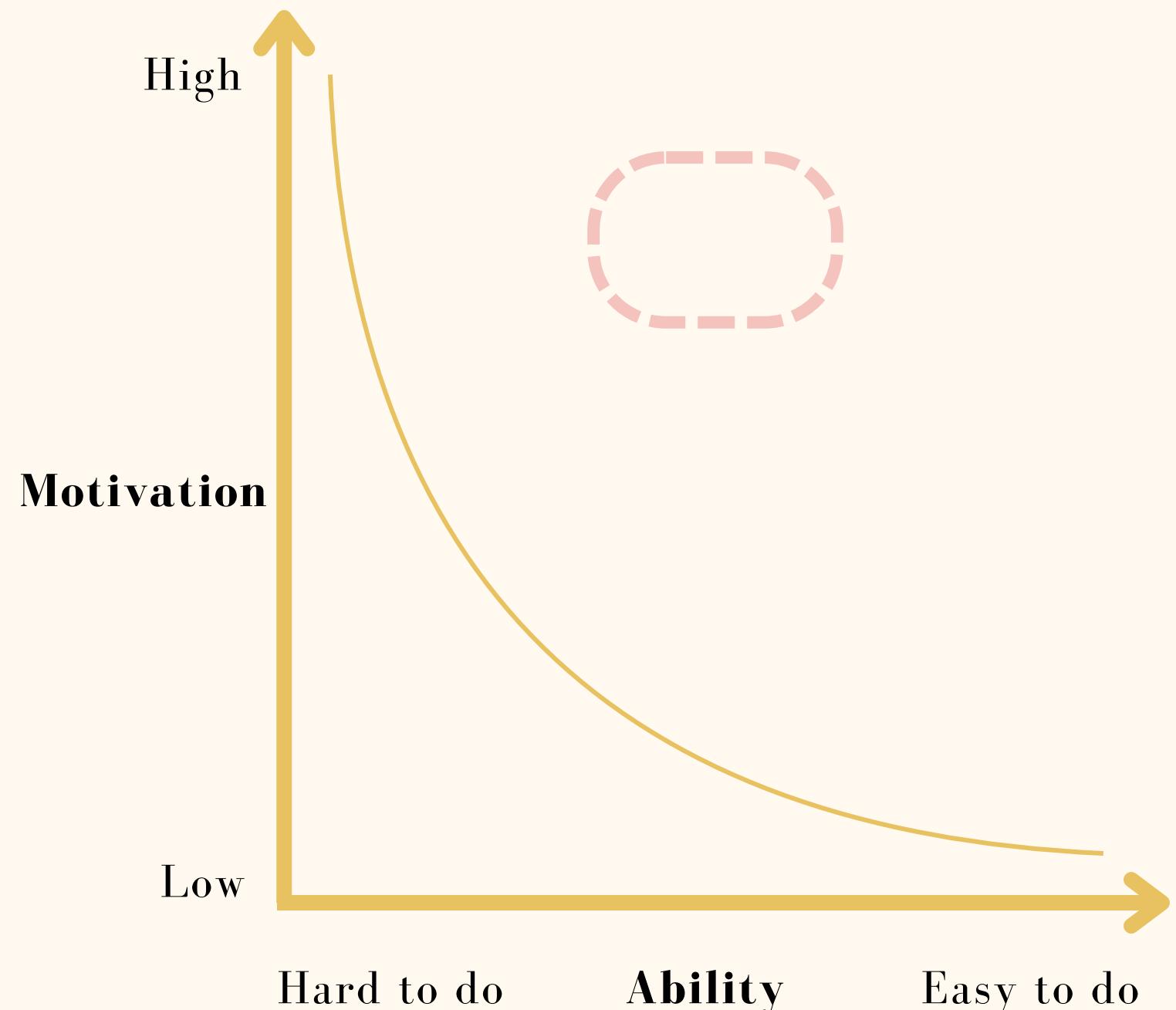
- Wants to reach her yearly goal of completing 35 or more books so the progress bar is filled in.

Inhibiting Factors

- Maeve struggles to read during the school year because she is already reading lots of textbooks and articles.

Possible Triggers

- Releases of monthly recap and TBR lists
- Needing a break from social media and or video based content.



Motivation vs Ability

Goodreads' website and application are convenient for users tracking and organizing reading lists and thoughts.



Influencers



Sara Carrolli

Role: YouTube Influencer
Posts book related content on Youtube and encourages users to follow her Goodreads and join her book club.

[Image Source: Instagram](#)



Hailey Morgan

Role: Recommender and Reminder
Shares authors posts about new release dates with me through social media platforms. If I ever need a recommendation, she has a list of books to share.



Tierney Cox

Role: Inspiration for Exploring
Encourages Maeve to read different genres.



Environment

At friends dorm room

handing her friends the phone for them to look at her recently read books with the hopes for inspiration,

In her bedroom

on her computer watching a YouTube recommendation video adding highly rated books to TBR list.

At the beach

on her kindle after finishing a book and logging the date of completion. Sometimes grabbing phone to also log which book she is starting next.





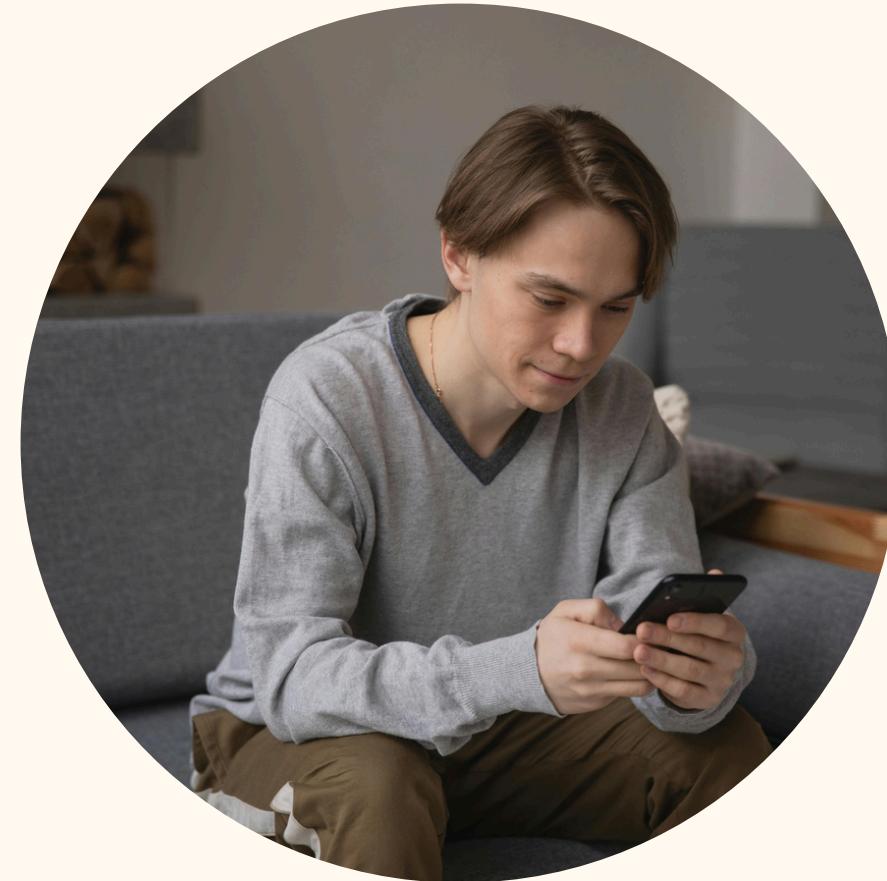
Persona Family



Overworked Mother

Has a busy schedule and has time to read during her lunch break and sometimes before going to sleep.

Image Source: George Milton | Pexels



The Significant Other

Looks at their significant others profile for TBR lists and 5 five books for book related gift ideas. Sometimes they read with their SO.

Image Source: Katrin Bolovtsova | Pexels



Impulsive Buyers

Hears minimum information about book, trusts it will be great, and purchase it.

Image Source: Freerange Stock

Persona Matrix

Spontaneous Reader



Bookworm



Average Reader

Inconsistent Reader



INNOVATIONS BY MAEVE COX