



## Demographics

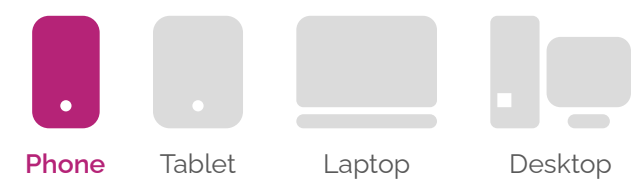
Age: **25**  
Gender: **Female**  
Education: **High School Diploma**  
Work: **Barista**

## Tech

### Computer skills



### Internet Usage



Phone

### Frequent websites

- YouTube
- Netflix
- Pinterest

## Subject Knowledge



Kate read "The Hunger Games" in middle school, and has used Collin's personal website once before for a **school project**. She did **not** find the site to be **helpful**, and a bit **confusing to navigate**. She has a low level of interest in the subject.

She **will not** return to the site again

## Frustrations

- The site layout is confusing to navigate.
- The color scheme and design is boring.

## Needs

- She would like each book to have a **dedicated page** with more **relevant information**.
- She would like to see a more **creative and simplified** aesthetic, one that reflects Collins' style.

# Kate Fisher

## Summary

Kate Fisher **represents the user** who is visiting Suzanne Collin's website for academic reasons. She is **unimpressed with the design and frustrated** by it. She accesses the site with her mobile phone, and needs the site to be easy to navigate.



## Demographics

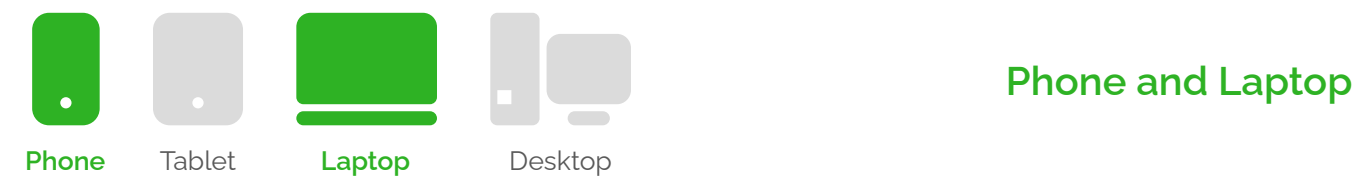
Age: **23**  
Gender: **Male**  
Education: **Bachelors Degree**  
Work: **Data Scientist**

## Tech

### Computer skills



### Internet Usage



### Frequent websites

- Reddit
- Goodreads
- Twitch
- YouTube

## Subject Knowledge



Matt was introduced to Collins' work through "The Hunger Games". He is a fan and uses the site for **personal reasons**. He has found the information to be **helpful, relevant and easy to navigate**. He has a moderate level of interest in the subject.

He **will** return to the site again

## Frustrations

- It is difficult to find purchase links for her books.
- There is no option to buy the books on her site.

## Needs

- He expects to find a **list of her books**, and where to purchase them placed together.
- He would like to see **interactive content for established fans** of Collin's work. The site is currently focused primarily on new readers.

# Matt Green

## Summary

Matt Green **represents the user** who is visiting Suzanne Collin's website because he is a fan. He is looking for **bonus content**, and **ways to interact** with the community. He would like the books and their purchase links to have more focus.