



Nicole Hughes, 24

The Spokesperson

MARRIED	No
KIDS	No
EDUCATION	BA in Communication
OCCUPATION	PR assistant
LOCATION	London

- TALKATIVE
- CARING
- INTELLIGENT
- EXRAVERTIC

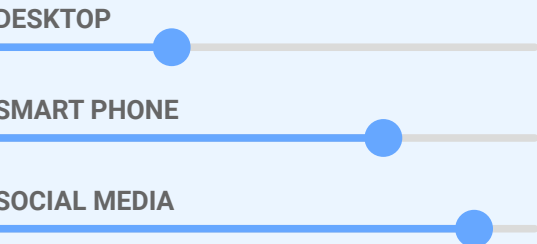


I used to read a lot but since i have finished uni and start working I find it hard to motivate myself to read”

Scenario

Nicole is a fresh graduate who recently started her first job. Long working hours and stress caused by her job have impact on her habbits and she have realised that amount of books she was reading has declined significantly. She wants to fix that as reading used to be important part of her daily routine.

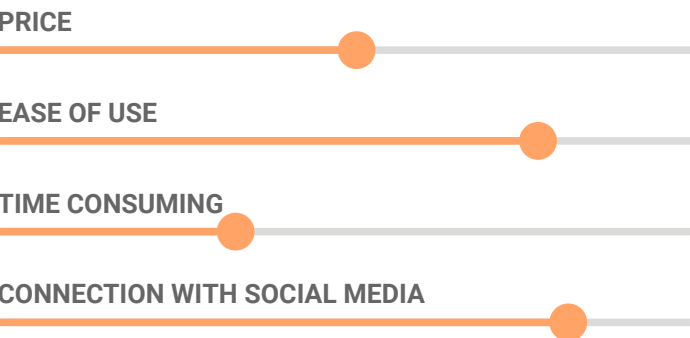
Technology



Goals

- Wants to build a habbit of reading again and read at least one book per month..
- Wants to find out what her firends are reading.
- Wants to connects with friends and compare her reading statistics.

Motivations



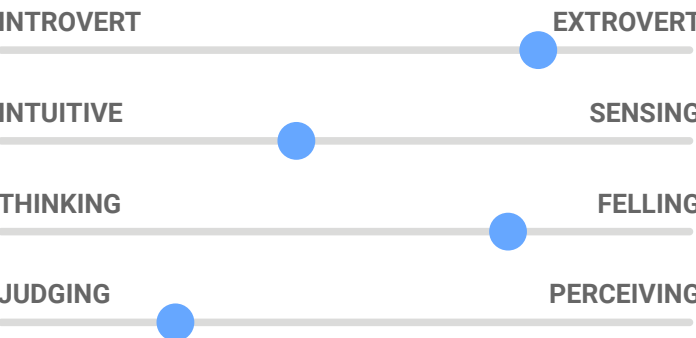
Favourite books

- 13 reasons why
- Harry Potter series
- Twilight series

Frustrations

- Struggles to motivate herself to read after coming back from work.
- Fell out of the loop and does not know what books are popular now.

Personality



Software & Apps

Mostly uses smarthone for social media and communication. Additionally important part are entertainment and streaming apps.