

Persona 1: Emily Chen - The Motivated Reader



Emily is a 27-year-old graduate student pursuing her Master's in Psychology at York University. She lives in a small apartment in Toronto and commutes 40 minutes each way on the TTC, which she uses as her primary time for reading. Reading fiction is her escape from the stress of coursework, research, and teaching assistant duties. Hashé has been part of a monthly book club for two years and sets an ambitious goal to read 30 books per year, although she usually hits around 25.

Every morning, Emily reads on the subway during her commute, holding her current paperback in one hand while gripping the pole with the other. Before bed, she reads for 30-45 minutes on her phone using the Kindle app. On Saturday mornings, she walks to her local bookstore with a coffee in hand, browsing the fiction section for her next read. She often impulse-buys books based on cover designs or staff recommendations, only to realize later that she already owns it or has read it before.

Emily relies heavily on her iPhone for everything—checking her schedule, messaging friends, and looking up book recommendations. She's tried using Goodreads twice but found it overwhelming with too many social features, friend requests, and activity feeds she didn't care about. She just wants a simple personal tracker where she can see what she's read, what's next on her list, and how close she is to her annual goal. She's frustrated that she has no quick way to check if she owns a book when browsing stores, leading to duplicate purchases three times last year alone.

Persona 2: Marcus Williams - The Casual Book Collector



Marcus is a 35-year-old full-stack software developer who works remotely from his apartment in Mississauga three days per week. Over the past 15 years, he has accumulated over 200 books that line the shelves in his living room and bedroom—mostly science fiction, tech non-fiction, and the occasional thriller. He's proud of his collection but embarrassed that it's become completely disorganized. He reads steadily, finishing about 20-25 books per year, usually during his lunch breaks and in the evenings after work.

Every Sunday afternoon, Marcus browses Amazon for new releases in his favourite genres. He's bought the same book twice on three separate occasions because he couldn't remember if he already owned it. When friends ask him for book recommendations, he struggles to recall titles and has to physically walk over to his shelves to find the books he's thinking of. He keeps mental notes on books he's finished—rating them in his head and remembering vague impressions—but has no centralized record.

Marcus is comfortable with technology and appreciates well-designed tools that solve problems efficiently. He prefers using his MacBook Pro for browsing and detailed tasks, though he occasionally checks his Android phone for quick lookups. He's tried social reading apps in the past but found them distracting with constant notifications and activity feeds. He just wants a clean, searchable catalogue of his book collection so he can avoid duplicate purchases and quickly find books to recommend to coworkers. Simple, fast, and no unnecessary features—that's all he needs.