**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| He used to sell some of his books, but it was limited to offline transactions between friends. Through this platform he hopes to sell some books to organise his space and subsidise his family, as well as collect rare published books and meet friends with books. | Online selling is a positive attitude for him, but the books must be kept well in the process of transportation to prevent moisture and other damage in transit. Also hope that the platform online transactions offline delivery model, is a better transaction between sellers and buyers.Especially for rare or older books, offline transactions make it less likely to receive damage. |
|  |  |
| **QUOTATION** | |
| Jiang Ran, a recently retired language teacher, is also very fond of reading, and his library currently has a collection of about 800 books. | |
| **NAME** | |
| JiangRan | |
| **AGE** | |  |  |
| 55 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | He once acquired a first edition of a canonical book at a high price on an online platform, but received it in a damaged condition due to courier delivery, etc. | The interviewer is a colleague of my parents, whose home I also had the pleasure of visiting, and I can say that the book collection is indeed quite large. When our group planned this business model I immediately made contact on WeChat, and the information he sent was outlined and filled in concisely by me, and the interview process took almost 45 minutes. |
| Male | |
| **LOCATION** | |
| JiangSu Suzhou | |
| **OCCUPATION** | |
| Retirement | |
| **JOB TITLE** | |
| Retired teacher | |
| **HIGHEST LEVEL OF EDUCATION** | |
| Graduate student | |
| **ANNUAL INCOME** | |
| 70000rmb | |  |  |