**PERSONA TEMPLATE**

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|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| For some of the original imported books from abroad, they are basically very expensive. We hope that through this platform we can sell some well preserved books and thus buy some unread books and savings for other areas. | Users register their real names in the system; Provide fixed official channels for user transactions; Display information about the product, such as the degree of wear and tear, and whether there are any writing marks. |
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| **QUOTATION** | |
| A white collar worker in Beijing who enjoys reading original books in foreign languages | |
| **NAME** | |
| Chuiga | |
| **AGE** | |  |  |
| 25 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | I have used other second-hand platform software, but the degree of wear and tear is unclear, there are many pirated versions, and malicious fraud incidents are frequent. | Contacted by WeChat to learn of the corresponding news and thus integrated. |
| Male | |
| **LOCATION** | |
| Beijing | |
| **OCCUPATION** | |
| Officer | |
| **JOB TITLE** | |
| Sales Director | |
| **HIGHEST LEVEL OF EDUCATION** | |
| Bachelor's degree | |
| **ANNUAL INCOME** | |
| 20000rmb | |  |  |