**PERSONA TEMPLATE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Save money by saving the money from book sales or buying other books that you have not read, thus supporting the hobby of reading, as buying books is also a significant expense. | The books for sale should be described in detail, damaged parts should be clearly marked, prices should be relatively cheap, sellers' personal information should be regulated by the platform, and honest transactions should be conducted. Resist book piracy and improper profit-making. |
|  |  |
| **QUOTATION** | |
| He is a university student who likes to read and spends most of his monthly living expenses on books, about 500rmb a month. | |
| **NAME** | |
| LiYi | |
| **AGE** | |  |  |
| 21 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Having made book purchases in other second-hand markets, he has bought some good quality books at good prices, but I have also purchased some poor quality books, such as books containing tears, pirated books, etc. Prefer the offline market as you can pick and choose. And he only ever sold our own used textbooks to his students, at around one half of the original price. | A survey of fellow students resulted in the selection of the student for an in-person Q&A session of about 5 minutes |
| Male | |
| **LOCATION** | |
| ZheJIangShaoxin | |
| **OCCUPATION** | |
| Student | |
| **JOB TITLE** | |
| Current university students | |
| **HIGHEST LEVEL OF EDUCATION** | |
| Graduate student | |
| **ANNUAL INCOME** | |
| Parents provide living expenses around 20000rmb | |  |  |