



## BEHAVIORAL DEMOGRAPHICS

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*27 years old*

*Single*

*Degree in English*

*Journalism is a hobby*

## USER NEEDS AND GOALS

### NEEDS

- Better experience finding books
- An easy way to reserve the books they like
- An app/website that allows them to see what other people like or recommend
- A tool to help her maximize her time since this is a hobby not a job

### GOALS

- Use an app/website to look at trending books or "booklists"
- Receive suggested booklist based on their interest curated by B&N
- Users can easily see what their friends/contacts have read and suggested
- Provide users with unique summaries from workers and authors to help them discover new things

## USER PAIN POINTS / FRUSTRATIONS AND POTENTIAL SOLUTIONS

### PAIN POINTS/FRUSTRATIONS

- It can be difficult to find where a book is physically located in store without having to ask an employee
- Self-service kiosk is old and not helpful for things like stock, availability locally or suggestions
- Current app/website are redundant with a difficult to use search; no additional ease of use for mobile/app usage
- Passionate users cannot effectively leave reviews or recommendations for others about interesting things they find

### SOLUTIONS

- Provide users with a view of trending books and "booklists" alongside intelligent search to help them better narrow down options
- Users can receive suggested "booklists" based on their book interests, past purchases, etc.
- Users will be provided with a look into what their friends or local community are currently reading, past books they have read, etc.
- Users can leave book summaries to spark interest in other users; also provide similar recommendations in a spotlight from B&N employees