

Seller :

Danny Chen

Gender: Male

Danny Chen is a 22 year-old university student. He lives with his parents and his dog named Jack. Since his parents don't have highly education, their family is not so rich. Danny is a good son and good student. He gets up early every morning, and cooks breakfast for his family, and prepares the lunch bento for himself. Then he goes to school by TTC though his school is a little far away from his home.

Danny is currently studying History Program and this is his third year of university. Due to his program, he will buy many text books from bookstore which costs a big amount money. And after the semester, he doesn't want to take these books home since they are heavy and there is not enough space for these books in his room. So, he prefers to sell these used text books to someone needed in the school.

Danny loves reading since he is 7 year-old. There are also many kinds of books except the text books in his home. Some books are used while some books are new. Because of his program, he wants to buy some reading material about history. So he decides to sell those books in his home. Since he cannot drive, he prefers someone who can come to his home or school to purchase them.

Allen Gestalt

Gender: Male

Allen is a 21 years old U of T student. He is in psychology and biology major. He lives with his doctor parents and his 17 years old brother. He wants to move out and live with his girlfriend Jane but his parents do not like this idea and said they would not give any financial support if he moves out. So he takes a part-time job in metro to save money even his course load is heavy. Another way Allen use to save money is selling used textbook. He likes to buy new textbook in campus bookstore since his rich parents pay the tuition and textbook. And he would use textbooks very carefully to keep them in a good condition so that he could sell the used book in a good price.

Penny Mckee

Gender: Female

Penny is a 23 years old U of T student. Her parents passed away when she was young and she grow up with her aunt who lives in Alberta. She moved to Toronto by herself when she was admitted by U of T. Her aunt is not rich so can not give her financial support on the tuition fee. She paid her tuition with her OSAP and scholarship. She also take a part-time job in Tim Horton to afford the living spend . Her major is biochemistry so she has to buy many expensive textbooks. The way Penny handle this she compare different website and exchange book group to find the cheapest used textbook. And she would read the book very carefully and sell the textbook after the semester. Since she always sell the textbook with her notes, she can even earn some money compare to the price she bought the book.

Buyer:

Alan Yang

Gender: Male

Alan is a 22-year-old undergraduate student studying Economics. He lives in a condo near his campus with his room-mate Chris. His parents are all businessmen which makes them too busy to spend time with Alan. In Alan's spare time, he likes to read fictions or novels involve business. DOTA and those books act as a break during his heavy study works.

Alan always writes book review in his blog and in most cases he has his special understanding towards what he read. He dreams to write a novel or a fiction and have it published. He cares about the development of technology as he needs the element of high-tech for his own book. When he needs to buy books besides course textbooks, he is used to using online bookstores as he can read the comment from other buyers. He likes to explore new reading list by looking at the list of hot books under the category. Lists such as "Staff Pick of the month" of Indigo would also catch his eyes. But sometimes he finds the book received from the seller is under

expectation, and he would prefer to contact the seller to return the book in this case. He sometimes needs to see if there is any used textbook for his course as new textbooks cost a lot in most cases.

Administrator:

Amber Sun

Gender: Female

Amber Sun is a 26 year-old employee who works as an administrator of the web store for a year. She lives in a condo with her cat named Muffy. She likes to stay on her own and spend her time reading with her cat by her side. Her parents are all well educated and have stable income.

Amber sometimes spends her weekends and holidays with her parents.

Amber graduated as a master of history 2 years ago which made her has excellent understanding towards history studies. She is familiar with using Microsoft Office tools and accessing as well as editing website database as an administrator. It is one of her interests to get to know new technology products and apps, while coding is not what she interested in.

As she works as an administrator, she needs to login as an administrator to start her work. After login, she likes to check if there is any report for comments or users. If a report exists, she would follow the procedure to check if what in the report violates the regulations stated in user agreement, and disciplines would be given if it does reject the agreement. After that she would like to see the list of hot books and label the top10 as "HOT", and the label will appear to customers. Finally she would continue on browsing books to have her "Administrator's Pick" list, especially in the area of history.