

Edward Rosier

Age 37

Occupation Rare book/artifacts dealer

Location Philadelphia, PA

Gender Male

Tier Expert



"If I'm buy a book online it's because I think I can sell it for a better price elsewhere."

Motivations

As a professional book dealer, Caractacus is usually on book websites to price compare and determine rarity of books based on the pricing trends he observes there. While he's a frequent visitor to book sites, he's most likely to purchase a reference book to he will use for comparison or research purposes. Occasionally he'll buy a book to resell, if he believes it can be sold to one of his clients or on a more selective market at a higher price.

Goals

- Search and filter for specific editions of books
- Filter by recent additions and price
- Save books

Frustrations

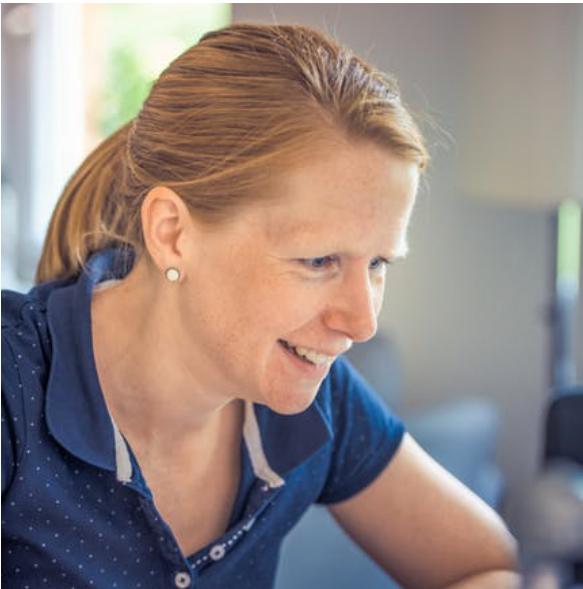
- Wants to filter for specific edition and price
- Wants to save books to compare to finds on other sites
- Wants to quickly understand full costs, including shipping

Bio

Edward has had a lifelong passion for books and antiques, and he chose to make his living working with them every day. He is an accredited member of the Antiquarian Booksellers' Association of America, and takes pride in his reputation for a particular expertise in the published works of the beat generation.

Julia Packet

Age	56
Occupation	CPA
Location	London, UK
Gender	Female
Tier	Amateur



"I'm usually looking for a few specific books and it can be hard to know when they're on the market."

Motivations

An amateur collector who focuses on the works of Georgette Heyer, Margery Sharp, and a handful of other early to mid-century authors. She prefers to hold out for books in as good condition as possible before making a purchase, and has been patiently scouring websites and book fairs for several years to find the outstanding editions of her Georgette Heyer Collection. While frugal, she's willing to exceed her budget for an intact dustjacket.

Goals

- Be confident in the condition of potential books for purchase
- Be alerted when a new copy of a book she wants is available
- Understand pricing (including shipping) and return policy

Frustrations

- Wants to feel comfortable determining quality online
- Searching for specific requirements (such as dustjacket intact) it cumbersome
- Returning books whose condition is not as advertised

Bio

Julia is comfortably well off CPA who fell into book collecting after realizing that many beloved books from her childhood were no longer in circulation. She is now an informed and opportunistic collector who focuses on the works of Georgette Heyer, Margery Sharp, and occasionally first or notable editions from other authors. She loves the thrill of finding something at a bookfair or used book store, but admits that the bulk of her collection is from online buying.

Madeleine Hanna

Age 28

Occupation Marketing Professional

Location New York City

Gender Female

Tier Casual



"I'm just trying to get something thoughtful and not get a million spam emails from this site."

Motivations

Madeleine wants to get a thoughtful gift for a good friend. She is hoping to find an unusual/significant copy of a book they love, and understand its overall quality, wants features it has, and what makes it distinctive/unusual. She will be particularly attracted to things like unusual illustrations or nice binding. She is not a sophisticated buyer beyond some basic understanding of what "first edition" means, doesn't want to have to spend a lot of time learning technical-jargon

Goals

- Find a beautiful book in good condition
- Pay a reasonable price
- Spend an unsubstantial amount of time on it

Frustrations

- Rare books hard to find on other retail sites
- Combing through search results takes too long
- Having to make an account on a site they won't use again

Bio

Madeleine is a marketing executive who stumbled into rare book sites after failing to find a suitably "nice" copy of Mrs. Dalloway on Amazon. Her best friend from college is receiving a PhD in literature, and Allie wants to commemorate the occasion with a beautiful edition of her friend's favorite book.