

## Persona



John

A 25-year-old male in Portland Oregon

Works in fast food

High school dropout just drifting in life

John loves reading in his free time to escape his boring monotonous life. He works 9-5 in fast food as a manager and comes home exhausted and wishing to be elsewhere. He is single and lives in an apartment alone. He doesn't have much social life but would like to connect with others about what he reads.

He loves to read fantasy novels and imagine himself as the main character. Finishes books as fast as he can as it's his only hobby and way to enjoy himself. Has trouble finding more books to binge as he goes through them too fast.

Goals

Escape his monotonous life

Discover fantasy novels that are exciting  
Connect with people who love to read like him

## Persona



Logan

A 24-year-old male from Austin, Texas

BA in Science

Logan enjoys experimenting and learning new things in his field. He lives in a small house with his pet dog. He likes to cook his own food and doesn't go out to eat. When he comes home he loves researching new science books that have come out and also likes to read science fiction novels.

He has many friends in his field who all have diverse interests. He wants to get some of his friends into reading sci-fi and new science books. He wonders where and how to do both.

### Goals

Get his friends into reading science and sci-fi books  
Find more books to read  
Communicate with his friends about what he reads

### Scenario

### Persona



Raffaele  
A 22-year-old male from Rome, Italy.

Raffaele is a Modern Languages student at the University of la Sapienza, in his hometown of Rome. He still lives with his parents but dreams of traveling the world as soon as he gets a decent job. He works during the summer as a lifeguard at the beach in Ostia, where his parents have a summer home.

His main passion is cooking, he experiments with food all the time and he is really good at it, he likes to have people over to try his brand new recipes.

Goals:

- learn new recipes from all around the world
- find new cooking books

## Persona



Caroline

15-year-old female from Oceanside, California

Caroline is a high school student, she is really smart, probably she is going to graduate at the top of her year and afterward she wants to major in Business.



The only thing is, she is not that well-liked by her peers. She has always been considered nerdy, and in her school, she started to be bullied for it.

As a consequence, she spends all her free time in her room. Being by herself for so long, she has developed a passion for horror books, she reads tons but this only makes her look weird in the eyes of others, dangerous even.

Overall, she just wants to stop feeling so alone.

#### Goals

- Meet people who share her interests and don't make her feel weird about what she likes.
- Discover new horror books to read
- Share the books she knows with her new friends and talk about them

#### Persona



Oliver

A 63-year-old male from London, England.

Oliver is a Medieval History teacher at the City, University of London. He loves his job and he loves his students. He likes to involve people in his lessons, even if it is difficult with a large class and when you teach something like history.

He feels sad when the students don't participate in class or don't answer his questions. He knows that his class is difficult and some topics covered can be tedious but he is so passionate about it that it hurts him when he sees students sleeping at their desks.

He has a wife and three grown children, and he is the proud grandfather of four toddlers, so he is familiar with children and young adults.

#### Goals

- Assign a new book for the students to read
- Find books and textbooks that talk about History in an engaging way
- Know what other college students say about those books