

# Brittany S.

age: 33

residence: North Carolina

education: Associate Degree

occupation: Waitress

marital status: Single | 3 kids



*"Cares deeply for her children"*

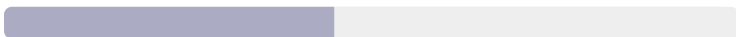
Brittany works as a waitress and often doesn't have the money or time to provide her kids with the access to books and tools she wants them to have outside of school.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Inexpensive and easy access to books online
- An interface easy for her young children to use without her active supervision

## Values

- Reading and literary development
- Extending learning and growth to the home and places other than the classroom

## Criteria For Success:

To see her kids reading and developing crucial literacy skills.

## Wants

- A wide variety of genres, lengths, and reading levels
- The ability for her kids to be recommended books easily at home
- Each of her kids (at different ages) to be able to easily and quickly find something they like

## Fears

- Service will cost too much
- Service will require her constant attention and help
- Service will not provide enough variety to keep her kids engaged
- Service will only benefit some of her kids

# Brenda G.

age: 30

residence: Alaska

education: Bachelor's Degree

occupation: Teacher - Elementary

marital status: Single



*"Loves her students!"*

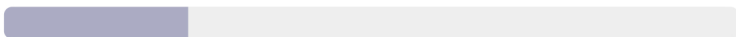
Brenda is an elementary school teacher who works hard, and excels at her job, but thinks that she shouldn't have to pay as much for her student's textbooks as she does currently.

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## Needs

- To redirect monetary attention into other, more fun classroom activities.
- Start shifting toward a more digital classroom environment.

## Values

- Making the most of her money to give her students the best experience possible.
- The convenience of digital textbooks for her students.

## Criteria For Success:

Wants her students to have fun while learning, and thinks that less expensive access to textbooks could improve their experience. She would be able to put more resources into the classroom itself.

## Wants

- To be able to monitor her student's progress through their digital copy of the textbook.
- To assign textbook-based reading questions using the program.

## Fears

- Not being able to make learning as fun for her students because the service's textbooks cost too much.
- Some students may not have internet access.

# Jim H.

age: 18

residence: Texas

education: Associate's Degree

occupation: Radiation Technician

marital status: Married without kids



*"Wants to gain further education."*

Jim works as an Rad Tech and would like to return to school to get his master's and bachelor's, but is unable to afford the textbooks.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Inexpensive access to textbooks
- Quick and easy interface.

## Values

- Learning new concepts and skills to further career
- A quick and easy user interface.

## Criteria For Success:

Gain a master's degree and gain a high paying job to afford children.

## Wants

- Lots of reading material for all of the classes he will take
- A way to search for books needed on the service

## Fears

- Cost will be too high
- Will not have needed books and wasting his time
- Service will be too slow or unstable to be useful to him.

# Christian Andersen

age: 29

residence: Anderson, South Carolina

education: High School Diploma

occupation: Electromagnetic Technician

marital status: Married



*"The most normal, weird black guy you'll ever meet."*

Working

Quality time with wife/kids/family nights

Morning Walks on nature trail

Game nights with friends

Sports Video Games

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

I think the most important thing to focus on in my life is financial security. I love my family and would like to be able to live stress free with them as far as finances are concerned. It is very important to be the bread winner.

## Needs

- Loving support from family & friends

## Wants

- A beach house
- \$1,000,000
- To see my kids living great

## Values

- Loyalty
- Family
- Honesty
- Get what you give

## Fears

- Fear in it of itself ("I fear fear, you feel me?")
- Failure as a father

