



EMILY

- 28 years old
- Phoenix, AZ
- Tech-Savviness: Moderate
- Reading Habits: Reads occasionally but struggles with consistency

ABOUT THE USER

Emily is a Marketing Manager. She enjoys reading but often finds it hard to stay consistent with her busy schedule. She loves getting lost in fiction and personal development books, but sometimes she starts a book and forgets to finish it. Emily wishes she could build a steady reading habit without feeling pressured.

CHALLENGES

- Starts books but often forgets to finish them.
- Struggles to set and maintain a regular reading schedule.
- Wants a simple way to track progress and stay motivated.

GOALS AND NEEDS

- Develop a consistent reading habit without feeling overwhelmed.
- Finish books she starts instead of leaving them unfinished.
- Discover new books and keep track of the ones she wants to read.
- Reading reminders that keep her on track without being intrusive.
- A customizable reading plan that fits into her busy lifestyle.



KYRIE

- 45 years old
- New York City, NY
- Tech-Savviness: High
- Reading Habits: Reads often and buys books regularly.

ABOUT THE USER

Kyrie is 35 years old and works as a college professor. He has always been passionate about reading and owns an extensive personal library filled with academic texts, classic literature, and non-fiction books. Kyrie reads 2-3 books per month, often balancing professional research with personal interests. He enjoys discussing books with students and colleagues and frequently lends out books to help others learn.

CHALLENGES

- Loses track of loaned books—forgets who borrowed them and struggles with late returns.
- Struggles with cataloging—his large book collection is difficult to organize.
- Accidentally purchases duplicate books because he can't always remember what he owns.
- Wants a quick way to find books in his library without searching through shelves manually.

GOALS AND NEEDS

- Easily track loaned books and send reminders for returns.
- Have quick access to book details for research and recommendations.
- Encourage students and friends to read by lending books more confidently.
- A loan tracking system that logs borrower details and due dates.
- In-app reminders to follow up on loaned books.



JIM

- 45 years old
- Nashville, TN
- Tech-Savviness: Moderate
- Reading Habits: Reads 4-5 books a month. Re-reads his favorites and juggles multiple books at once.

ABOUT THE USER

Jim is 62 years old and a retired teacher who has spent decades building an extensive personal library of over 500 books. He has a deep love for literature, history, and philosophy, and enjoys revisiting classic novels and discovering new reads. With more time in retirement, Jim reads even more frequently and loves discussing books with his friends and family.

CHALLENGES

- Keeping track of 500+ books and staying organized.
- Accidentally buying duplicate books due to memory lapses.
- Difficulty finding specific books quickly when looking for a title.
- Forgets which books he has read versus which are unread.

GOALS AND NEEDS

- Organize his entire book collection digitally for easy access.
- Prevent duplicate purchases by checking his catalog before buying.
- Track which books he has read and what's still unread.
- Search and filter functionality for quick access to specific titles.
- Reading progress tracking to mark books as "Read" or "To Be Read".
- A wishlist feature to save books he wants to buy next.