

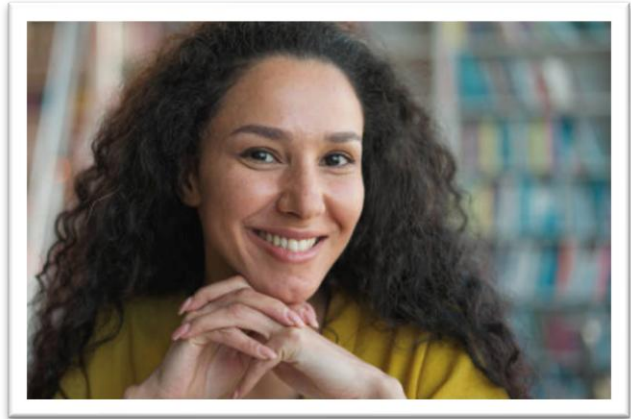
**Name:** Betty Thompson

**Age:** 41

**Gender:** Female

**Occupation:** Data Analyst

Betty is a mom, who enjoys reading romance novels in her free time. She often finds herself wondering what it would feel like to be in one, living the story. She is part of a book club where she and her friends analyze plots, characters, and alternate possibilities in stories.



**Challenges:**

- Finds most romance novels predictable, with similar plot structures and outcomes.
- Gets frustrated when the characters from the book make the same obvious decisions over and over.
- When discussing alternate “what-if” scenarios with her book club, it often leads to unresolved debates.

**Goals:**

- She enjoys the books but wants a way to interact with the story, without coming up with it from scratch.
- Wants to explore the ways in which a story can unfold if different choices were made even when plots remain the same.
- Seeks a fun way to test out all the theories in a way that can be shared with her book club friends.