Liam
10 years old
Fourth grade at public school
Lives in Walnut Creek, CA

He likes playing basketball, swimming and video games. His role model is Michael Phelps. He cares about winning, competitiveness, friends, independence, acceptance. He has iPad, android, and a shared desktop. He enjoys reading books themed in fantasy, disaster, adventure, sci−fi. His favorite books are Harry Potter, Holes, Origami Yoda, Hunger Games. Some of his problems are reading can be boring, competing activities such as video games, he prefers apps with chats and comment features, doesn't know what to read.

To design for Liam means more visuals, peer interaction, more animations, recommendations from peers and role models.

Emma
6 years old
First grade at public school
Lives Palo Alto, CA

She likes ballet, gymnastics. She also enjoys riding her bike, puzzles, coloring books. She cares about her friends and caregiver. She uses her mom's iPad to read and play games. She likes books with animals, coloring books including Hello Kitty, Sanrio, Don't Let the Pigeon Drive the Bus, The Giving Tree. Her role model is her mom. One her problems is that doesn't like reading but she likes being read to.

To design for Emma is to include audio features so she can listen while she follows along, have pictures, and coloring features.

Jenny
42 year old mom
Has three children ages 5, 8, and 12
Lives in Burlingame, CA

She has an A.A. in Merchandise Marketing. Currently she is a Buyer at Loft. In her spare time she likes to garden, cook, sing, and read. She owns a smartphone, iPad, iPhone, a Dell computer at work, and a Macbook Air at home. She cares about having both kids use same app because they only have one ipad, implementing her children's reading habits, and for her kids to real actual books. Few of the problems include having two kids sharing one iPad, keeping cost of purchasing books low, and one child does not like reading.

Designing for Jenny include having multiple profile settings, age appropriate content for her kids, interactive app, have deals and online sales.

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