

# The Excitement Seeker



Liam

*“I love talking to my friends online”*

**Age:**8  
**Location:** Walnut Creek,CA  
**School:** 3rd grade, public school  
**Extracurricular activities:** Basketball, swimming  
**Hobbies:** Video games  
**Cares about:** Winning, competitiveness, friends, independence, acceptance  
**Technology:** iPad, android, shared desktop  
**Favorite book genres:**Fantasy, disaster, adventure, sci-fi  
**Favorite books:** Harry Potter, Holes, Origami Yoda, Hunger Games  
**Role models:** Michael Phelps  
**Pain points:** Reading can be boring, competing activities, most apps don't include chats + comment features, doesn't know what to read

**What does it mean to design for Liam:**  
More visuals, peer interaction, more animations, recommendations from peers + role models

# The Reluctant Reader



Emma

*“I like animal stories”*

**Age:** 6  
**Location:** Palo Alto, CA  
**School:** 1st grade, public school  
**Extracurricular activities:** Ballet, gymnastics  
**Hobbies:** Bike riding, puzzles, coloring books  
**Cares about:** Friends, caregiver  
**Tech devices:** Mom's iPad  
**Favorite book genres:** Animals, coloring  
**Favorite books:** Hello Kitty, Sanrio, Don't Let the Pigeon Drive the Bus, The Giving Tree  
**Role model:** Mom  
**Pain points:** Doesn't like reading (likes being read to)

**What does it mean to design for Emma:** Audio features so she can listen while she follows along, pictures, coloring book

# The Frazzled Mom



Jenny

*“I want my kids to love reading”*

**Age:** 42  
**Children:** (three) ages 5, 8, 12  
**Location:** Burlingame, CA  
**Education:** College degree; A.A., Merchandise Marketing  
**Employment:** Buyer at Loft (Burlingame)  
**Hobbies:** gardening, cooking, singing, reading  
**Technology:** Smartphone, iPad, iPhone, Dell computer at work, Macbook Air at home  
**Cares about:** Having both kids use same app b/c they only have one ipad, implementing her children's reading habits, want kids to read actual books  
**Pain points:** Two kids sharing one iPad, cost of purchasing books, one kid does not like reading

**What does it mean to design for her:**  
Multiple profile settings, age appropriate content, interactive app, deals + online sales, parental settings

# The Frazzled Mom



Jenny

*"I want my kids to love reading"*

**Age:** 42

**Children:** (three) ages 5, 8, 12

**Location:** Burlingame, CA

**Education:** College degree; A.A., Merchandise Marketing

**Employment:** Buyer at Loft (Burlingame)

**Hobbies:** Gardening, cooking, singing, reading

**Technology:** Smartphone, iPad, iPhone, Dell computer at work, Macbook Air at home

**Cares about:** Having both kids use same app b/c they only have one iPad, implementing her children's reading habits, her kids reading actual books

**Pain points:** Two kids sharing one iPad, cost of purchasing books, one child does not like reading

**What does it mean to design for her:** Multiple profile settings, age appropriate content, interactive app, deals + online sales



# The Excitement Seeker



Liam

*"I love talking to my friends online"*

**Age:**10

**School:** 4th grade @ public school

**Extracurricular activities:** Basketball, swimming

**Hobbies:** Video games

**Cares about:** Winning, competitiveness, friends, independence, acceptance

**Technology:** iPad, android, shared desktop

**Favorite book genres:** fantasy, disaster, adventure, sci-fi

**Favorite books:** Harry Potter, Holes, Origami Yoda, Hunger Games

**Role models:** Michael Phelps

**Pain points:** Reading can be boring, competing activities, most apps don't include chats + comment features, doesn't know what to read

**What does it mean to design for Liam:** More visuals, peer interaction, more animations, recommendations from peers + role models

# The Reluctant Reader



Emma

*"I like animal stories"*

**Age:** 6

**Location:** Palo Alto, CA

**School:** 1st grade, public school

**Extracurricular activities:** Ballet, gymnastics

**Hobbies:** Bike riding, puzzles, coloring books

**Cares about:** Friends, caregiver

**Tech devices:** Mom's iPad

**Favorite book genres:** animals, coloring

**Favorite books:** Hello Kitty, Sanrio, Don't Let the Pigeon Drive the Bus, The Giving Tree

**Role model:** Mom

**Pain points:** Doesn't like reading (likes being read to)

**What does it mean to design for Emma:** Audio features so she can listen while she follows along, pictures, coloring book