



# Charlie

23  
COLLEGE  
STUDENT

“

## Bio

Charlie is a 23 years old college student. She loves trying new things and is passionate about the arts. She likes to read fiction. She has been using Kindle iOS to read books for a couple of months but she hopes to have more options when she is reading e-books.

”

## The Big Five Personality Traits

Openness	*	*	*	*	*
Extraversion	*	*	*		
Agreeableness	*	*	*		
Conscientiousness	*	*	*		
Neuroticism	*	*	*		

## Goals

Provide extra options when reading e-books: A new feature in Kindle

## Actions and Tasks

- Open Kindle App iOS
- Tap on the new feature
- Read introduction of The Big-Five personality traits and click “Go”
- Fill in the consent form and click “Submit”
- Select Questions as: (5)-1, (10)-5, others-3
- Submit the answers
- Select Go to reading mode
- Click the demo of the personal reading mode

## Results

A person with a high level of openness to experience in a personality test enjoys trying new things. They are imaginative, curious, and open-minded. Individuals with a high level of openness have a general appreciation for unusual ideas and art. They are usually imaginative. Being creative, open to new and different ideas, and in touch with their feelings are all characteristics of openness people.



# Kelly

# 32

ADMINISTRATIVE  
ASSISTANT

## Bio

Kelly is a 32 years administrative assistant. She likes working in a team and helping with her colleagues. Kelly likes to read Romance novels and loves to leave comments and discuss with other readers. She hopes to join in the discussion when she reads the e-books.

”

## The Big Five Personality Traits

Openness	*	*	*
Extraversion	*	*	*
Agreeableness	*	*	*
Conscientiousness	*	*	*
Neuroticism	*	*	*

## Goals

Join in the discussion when reading the e-books.

## Actions and Tasks

- Open Kindle App iOS
- Tap on the new feature
- Read introduction of The Big-Five personality traits and click “Go”
- Fill in the consent form and click “Submit”
- Select Questions as: (2)-5, (7)-1, others-3
- Submit the answers
- Select Go to reading mode
- Click the demo of the personal reading mode

## Results

A person with a high level of agreeableness in a personality test is usually warm, friendly, and tactful. They generally have an optimistic view of human nature and get along well with others. Agreeable individuals find it important to get along with others. They are willing to put aside their interests for other people. These individuals are helpful, friendly, considerate, and generous.



# James

# 43

BUSINESSMAN

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## Bio

James is a 43 years old businessman. He loves to talk and socialize with people. He also is a good decision-maker. He is new to use Kindle iOS version. He is a more visual person, who likes to read charts or graphs (dislike text). He figures out that he prefers to see more icons on the navigation of the reading page.

”

## The Big Five Personality Traits

Openness	*	*	*
Extraversion	*	*	*
Agreeableness	*	*	*
Conscientiousness	*	*	*
Neuroticism	*	*	*

## Goals

More visual icons and signifiers.

## Actions and Tasks

- Open Kindle App iOS
- Be interested in the new feature “Personality Traits”
- Tap on the new feature
- Read introduction of The Big-Five personality traits and click “Go”
- Fill in the consent form and click “Submit”
- Select Questions as: (1)-1, (6)-5, others-3
- He has something to do now. So, he clicks “No, I want to quit”
- He wants to save the answer then click “save it for later”
- When he tries to do the question again, he clicks his personal page and clicks “Personality Traits Mode”
- Back to the questions page and finish all
- Submit the answers
- Select Go to reading mode
- Click the demo of the personal reading mode

## Results

Extraversion indicates how outgoing and social a person is. A person who scores high in extraversion on a personality test is the life of the party. They enjoy being with people, participating in social gatherings, and are full of energy. They enjoy engaging with the external world. These individuals thrive on excitement, and are enthusiastic, action-oriented people. They like to be the center of attention in groups.



# Linda

55  
REGISTERED  
NURSE

## Bio

Linda is 55 years old. She is a registered nurse working at the hospital. She likes to read journals and newly published researches. She hopes to have a reading target or goals when she reads e-books. Also, she wants to read few lines on one page but with larger font size.

”

## The Big Five Personality Traits

Openness	*	*	*
Extraversion	*	*	*
Agreeableness	*	*	*
Conscientiousness	*	*	*
Neuroticism	*	*	*

## Goals

Hope to have a reading target or goals when she reads e-books. Also, a larger font size.

## Actions and Tasks

- Open Kindle App iOS
- Be interested in the new feature “Personality Traits”
- Tap on the new feature
- Read introduction of The Big-Five personality traits and click “Go”
- Fill in the consent form and click “Submit”
- Select Questions as: (3)-1, (8)-5, others-3
- Submit the answers
- Select Go to reading mode
- Click the demo of the personal reading mode

## Results

A person scoring high in conscientiousness usually has a high level of self-discipline. These individuals prefer to follow a plan, rather than act spontaneously. Conscientiousness is about how a person controls, regulates, and directs their impulses. Individuals with a high level of conscientiousness are good at formulating long-range goals, organizing and planning routes to these goals, and working consistently to achieve them.



# Eric

16  
HIGH  
SCHOOL  
STUDENT

## Bio

Eric is a 16 years old high school student. He loves to read comics. He prefers e-books rather than paper books. He found himself hard to stay focused to read. He hopes for a better way to keep his emotions stable and a long time for reading.

”

## The Big Five Personality Traits

Openness	*	*	*
Extraversion	*	*	*
Agreeableness	*	*	*
Conscientiousness	*	*	*
Neuroticism	*	*	*

## Goals

Hope for a better way to keep his emotions stable and a long time for reading.

## Actions and Tasks

- Open Kindle App iOS
- Be interested in the new feature “Personality Traits”
- Tap on the new feature
- Read introduction of The Big-Five personality traits and click “Go”
- Fill in the consent form and click “Submit”
- Select Questions as: (4)-5, (9)-1, others-3
- Submit the answers
- Select Go to reading mode
- Click the demo of the personal reading mode

## Results

People who score high in neuroticism are very emotionally reactive. They will have an emotional response to events that would not affect most people. A high scorer in neuroticism on a personality test has a greater chance of feeling threatened or being in a bad mood in a normal situation. However, they may focus on details and can fix some specific level of complexity tasks.



# Simon

28  
SOFTWARE  
DEVELOPER

## Bio

Simon is a 28 years old software developer. He has many hobbies, such as camping, diving, painting, and also reading. He likes reading e-books because it is easy to carry. He has been using kindle for many years and he is curious to recommended books based on his personality in the system.

## The Big Five Personality Traits

Openness	*	*	*	*	*
Extraversion	*	*	*	*	*
Agreeableness	*	*	*		
Conscientiousness	*	*	*		
Neuroticism	*	*	*		

## Goals

Hope to try to recomend books based on his personality in the system

## Actions and Tasks

- Open Kindle App iOS
- Be interested in the new feature “Personality Traits”
- Tap on the new feature
- Read introduction of The Big-Five personality traits and click “Go”
- Fill in the consent form and click “Submit”
- Select Questions as: (1)-1, (5)-1, (10)-5, (6)-5, others-3
- One more tie-breaker question
- Submit the answers
- Select Go to reading mode
- Click the demo of the personal reading mode

## Results

Extraversion indicates how outgoing and social a person is. A person who scores high in extraversion on a personality test is the life of the party. They enjoy being with people, participating in social gatherings, and are full of energy. A person with a high level of openness to experience in a personality test enjoys trying new things. They are imaginative, curious, and open minded. Individuals with a high level of openness have a general appreciation for unusual ideas and art.