



Madeline Howard

“I like the freedom that e-books give... I am able to read during the day whenever I have free time”

Age

47

Occupation

University Professor

Role

Book Club Member

Goal for the Club

Social

Book Club

- Book Club is scheduled via a WhatsApp Group
 - They announce books for the year in December
- She read more when she was younger but stopped when she had a child
 - She likes the variety of books they read in the club
 - She stays apart of the group primarily because of the social aspect

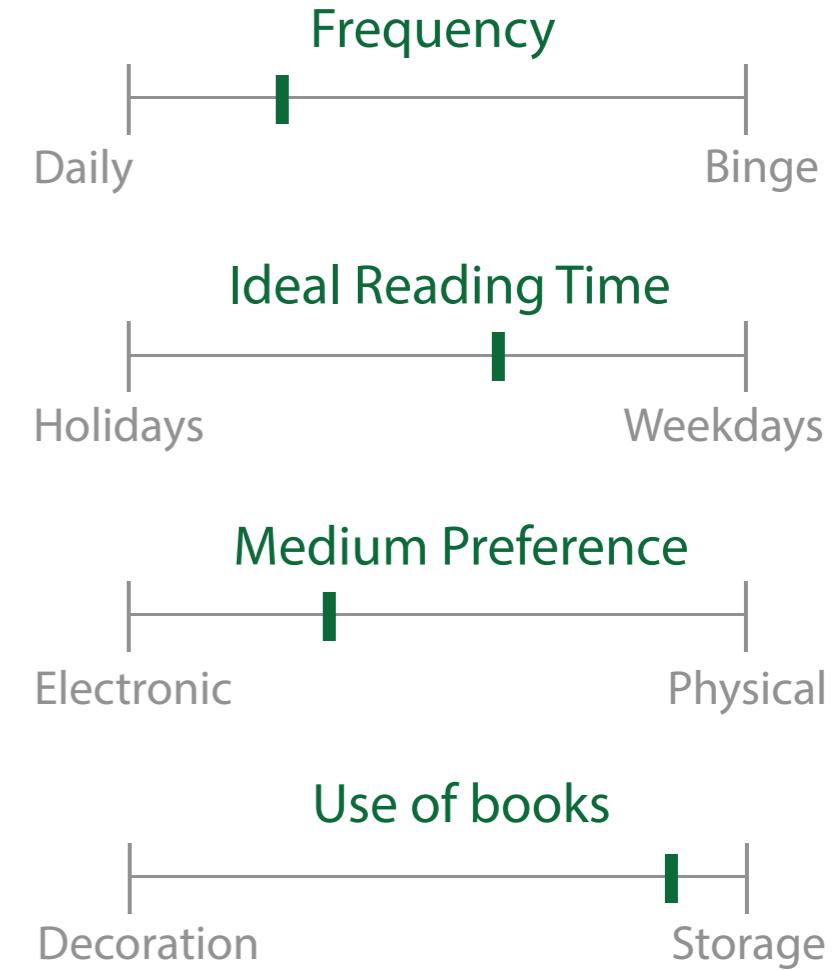
Scenario

She has started reading primarily on e-books. She still keeps books around her house in storage rather than decoration. This also gives her the freedom to loan books to her friends.

She prefers e-books since they are more portable and allow for her to read while she is busy during the day.

She joined the Book Club to have encouragement to start reading again, and to read a larger variety of books. However, she primarily stays because of the social experience.

Reading Habits



Preferences

- Prefers reading on e-books
- She tends to read in the evenings
 - She likes e-books since they mark her location if she falls asleep whilst reading
 - E-books also help her read in bed without disturbing her husband
- Prefers recommendations from friends when finding a new book or author