

# Persona



**MARK PHILLIPS**

**JOURNALISM MAJOR AT  
UNIVERSITY OF  
WASHINGTON**

**22 YEARS OLD**

**ASSISTANT EDITOR AT THE  
SEATTLE TIMES**

**ENJOYS: JAZZ, HIKING,  
COFFEE, WRITING, TRAVEL,  
BOOK CLUBS, MOVIES**

**MOTIVATIONS: WANTS TO  
WORK FOR THE NEW YORK  
TIMES. LOVES TO TRAVEL  
WHENEVER POSSIBLE TO  
DOCUMENT AND WRITE  
ABOUT DIFFERENT  
EXPERIENCES**

## **LIFESTYLE:**

- **ACTIVE STUDENT,  
USUALLY BUSY**
- **READS BOOKS IN SPARE  
TIME WHENEVER  
POSSIBLE.**
- **LIKES WRITING SHORT  
STORIES ON THE SIDE  
USING BOOKS AS  
INSPIRATION**

## **NEEDS AND GOALS:**

- **CONVENIENT PLATFORM  
TO TRACK READING  
PROGRESS AND BOOKS**
- **WANTS TO BE ABLE TO  
KEEP ORGANIZED  
NOTES/REVIEWS OF  
BOOKS FOR WRITING  
REFERENCE**
- **ALL-IN-ONE PLACE TO  
ACCESS**

## **PAIN POINTS:**

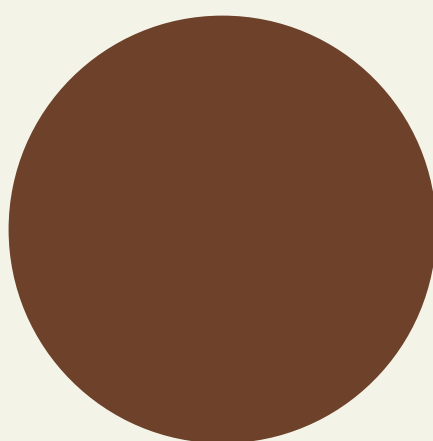
- **BUSY SCHEDULE MAKES  
IT DIFFICULT TO TRACK  
READING PROGRESS**
- **FORGETS IDEAS AND  
THOUGHTS ABOUT PAST  
BOOKS READ**
- **NEEDS STRUCTURED  
READING GOALS TO  
MAINTAIN CONSISTENT  
READING DURING BUSY  
PERIODS**



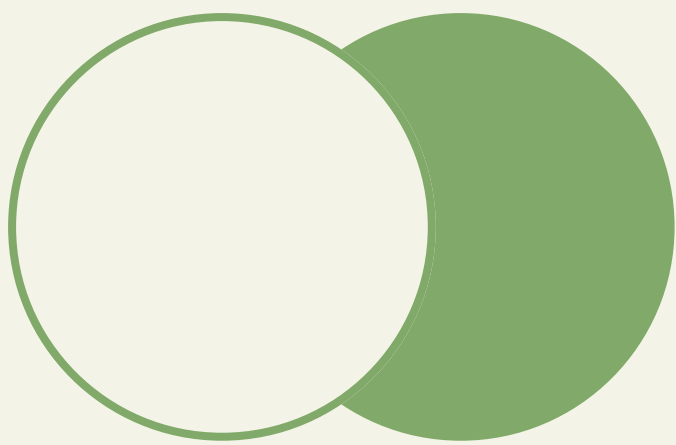
# BookMarked

Title - Chewy

HEADINGS - LEAGUE SPARTAN

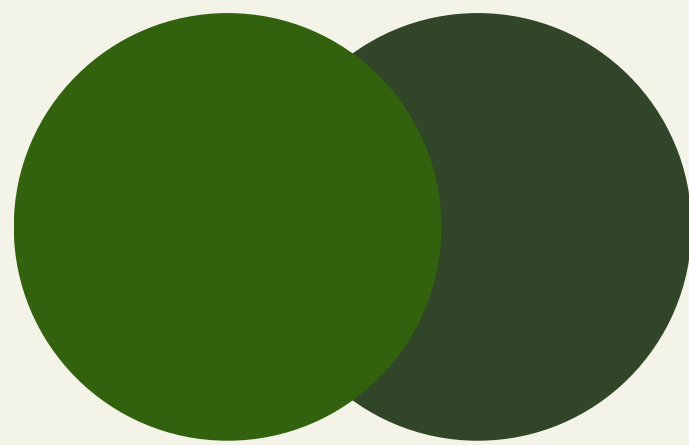


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WISHLIST



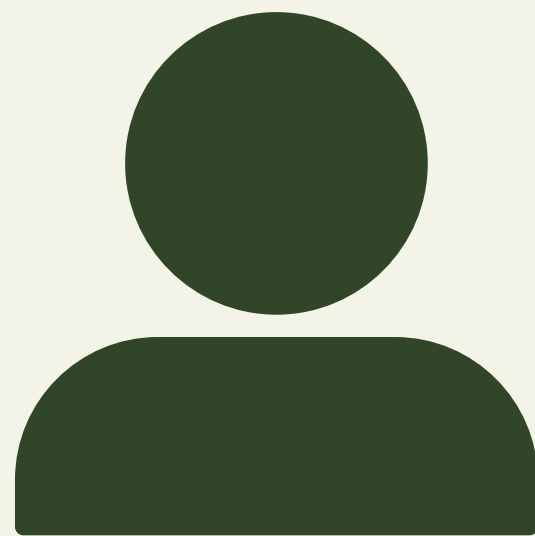
ADD BOOK



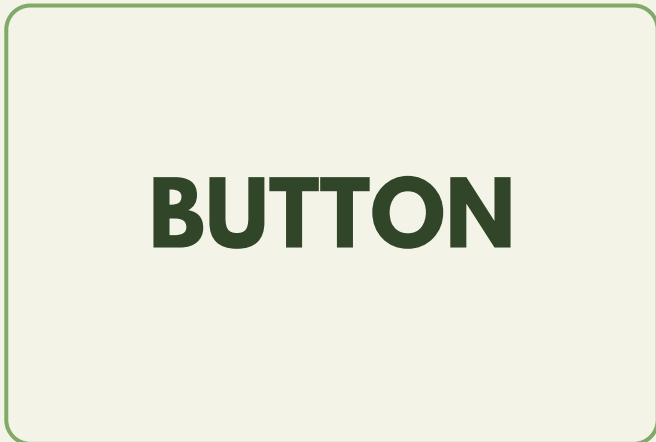
DELETE BOOK



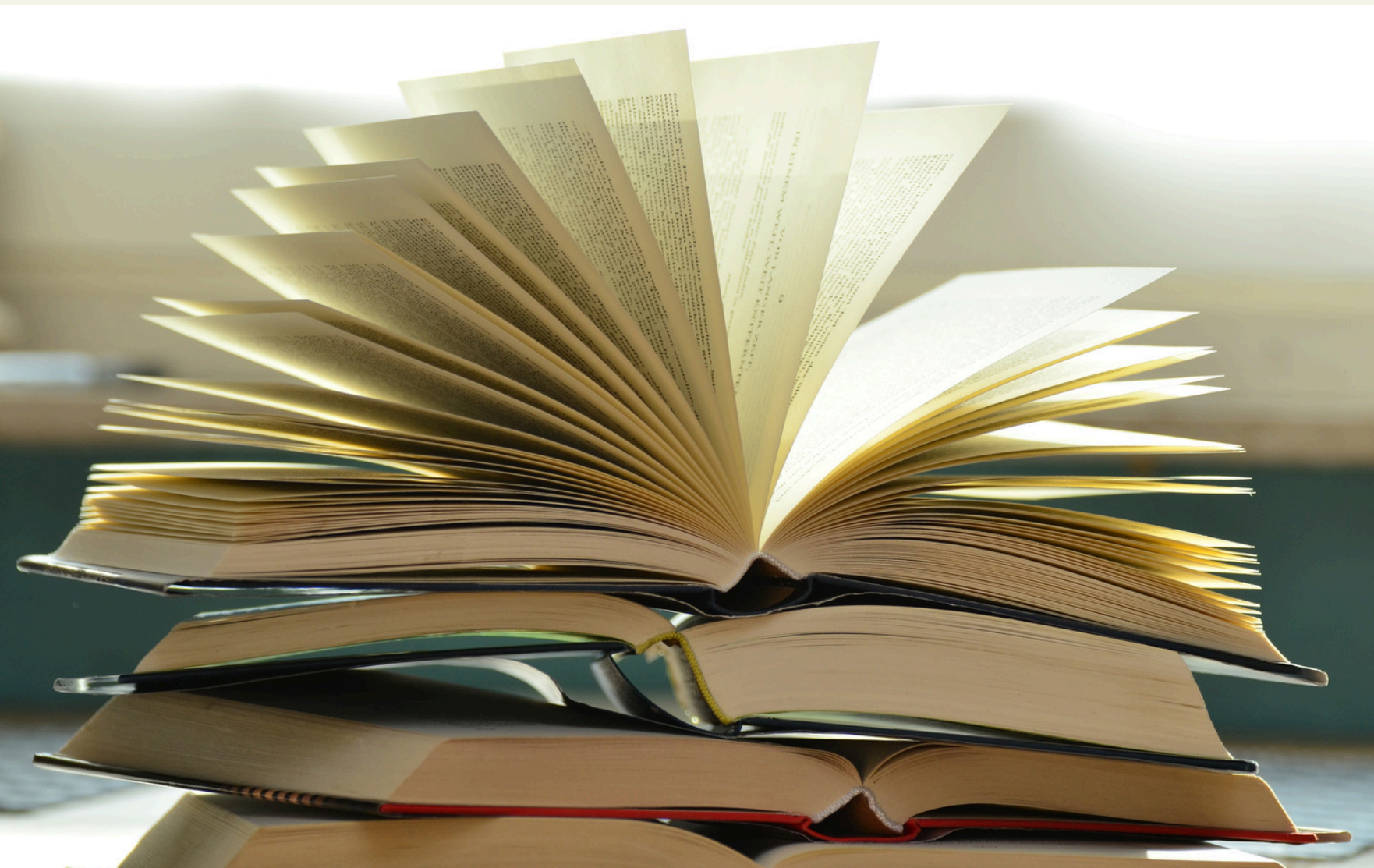
LIBRARY



AUTHOR



BUTTON



“SIMPLE AND EFFICIENT”  
“ORGANIZED”

LIBRARY

WISHLIST

AUTHORS