

Sam the Book Reader

Xtensio



Busy

Academic

Very broke

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

"Sam, the reader of many books"

Age: 23

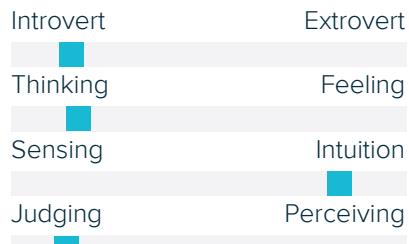
Work: Grad student

Family: Middle child

Location: Waterloo

Character: Middling

Personality



Frustrations

- Sam is a busy student who spends lots of time on school.
- He wants to be able to lend his books to people quickly and on the fly: a website is too slow and cumbersome to handle.
- Thankfully, LendingStuff lets him make a quick bit of cash without spending too much time out of the library.

Bio

Sam is a book worm who loves to read a book every day of the week. He usually orders books online from Amazon, but they stay on the bookshelf untouched for months. Now that Sam can use LendingStuff, he rents his old books to neighbors and makes money without having to move far from his place- which helps pay off his student loans.

Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers



Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

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