



AGE 21

GENDER

FEMALE

OCCUPATION

STUDENT

TECH LITERATE



I usually just write down book titles in a note on my phone or in a notebook. It's not very organized, so I'm hoping an app can help me stay on top of things.

Bio

Bianca is a 21-year-old avid reader and is a student. She loves to read books in her free time. Bianca is highly organized and values productivity. She's always on the lookout for the next great book to read and is open to exploring different genres.

Core needs

Bianca needs an app that can help her keep track of her reading list and discover new books that match her interests. She wants an app that is easy to use, allows her to see reviews and ratings from other readers, and offers personalized recommendations based on her reading history. Bianca also desires a sense of community where she can connect with other readers, join book clubs, and discuss books.

Frustrations

Bianca is frustrated with her current method of keeping track of her reading list. It's not organized, and she often forgets what she has read or wants to read. She's also frustrated with the limited options she has for discovering new books. Bianca feels like she's stuck in a reading rut and wants to branch out but doesn't know where to start.