



Bella

Age: 23

Education: B.S. Data Science

Hometown: Newton, MA

Family: Lives alone

Occupation: Data Analyst

“I have a busy work schedule and love reading. I wish there was a way to pick-up books from a store like there is pick-up from restaurants”

Goals

- Finding unique and special edition books
- Paying the lowest price
- Fast Searching based on specific genres and authors

Frustrations

- Not finding a certain book
- No information about discounts
- Slow browsing and time consuming

Bella works as a Full-time data analyst in a large corporation. She is out of the house most of the day and has a demanding work schedule. Reading books is her hobby and stress-busting activity and she is also a book collector. She likes to read only specific genres and is always on the lookout for good discounts. Since she has a busy work schedule, she does not want to spend much time buying and browsing books in the bookstore.



Albert

“I love reading classics and new literature as well. I wish there was a way of reading reviews about the books before buying them”

Goals

- Finding new books to read
- Reading reviews before buying
- Evaluating good content
- Likes buying used books as well

Frustrations

- Not finding a certain book
- Torn old books that are not readable
- Not very tech-savvy.

Age: 71

Education: PhD in English Literature

Hometown: Newton, MA

Family: Lives with wife and pet

Occupation: Retired Professor

Albert is a retired English professor. He studied and taught literature at university and has a profound love for classics. Due to old age, he has had a few visual impairment issues and this makes him read much slower than he used to. He is not tech-savvy and does not want to invest in an e-reader as he likes the feeling of holding a book and reading. He also likes reading new and upcoming authors and a lot of fantasy books and likes to read reviews of books before purchasing them.