

Proto-Personas

BookYEET

Proto-Persona #1

Name: Matt

Age: mid 30's

Status: Married

Occupation: Software Developer

Needs:

To give away some books and occasionally get some new ones to read

Criteria For Success:

Needs a book exchange platform to connect with people wanting books



Values:

- Community-driven
- Self-development

Proto-Persona #2

Name: Elizabeth

Age: mid 40's

Status: Mum of 2 (7 and 10 yo)

Occupation: Nurse

Needs:

An easy and affordable way to find new books for the kids to read

Criteria For Success:

- Ability to give away books the kids are done reading
- Ability to get a variety of new books to entertain the kids



Values:

- Community-driven
- Environmentally-friendly
- Reading as a way to learn

Proto-Persona #3

Name: Richard

Age: 78 yo

Status: Widower

Occupation: Happily Retired

Needs:

A quick and easy way to give away books to people in the community

Criteria For Success:

An easy to use app to help him give away the massive book collection from his deceased wife



Values:

- Community-driven
- To give to the next generation

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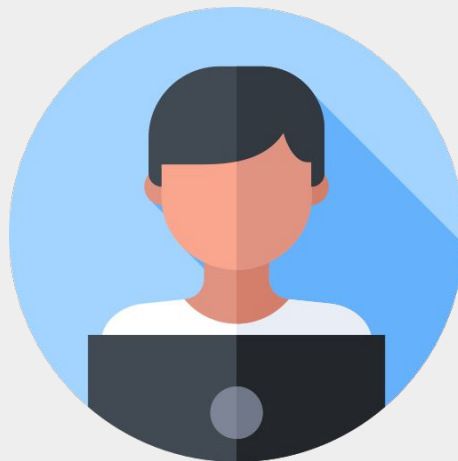
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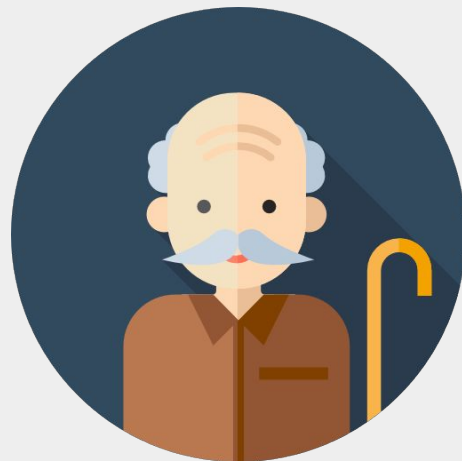
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