



Persona: Mindy the Recreational Reader

"Don't make me think!"

Key Words:

- Bubbly
- Chatty
- Easily Distracted
- Foodie

Short Bio: Mindy is a 28, single, and an office manager for a real estate office. She enjoys playing hostess and social director to her family, friends, and coworkers. She lives around the corner from her parents in a small home in a suburb in the Metro Atlanta area and is actively involved in her church. Most of her friends have married and have started families and are not available to socialize with Mindy as they have in the past. In her spare time, she likes to read. She shows her love and appreciation for others by cooking. Mindy is interested in participating in activities where she can make new friends. She is interested in trying new things; however, she loses patience if

something is too complicated or difficult to use.

Goals:

- I want to meet new people.
- I like to chat about books.
- I hope to interact with other book club members online in a quick, easy way.
- I enjoy sharing food and beverages at book club meetings.

Frustrations:

- I'm frustrated when I'm unable to attend a book club meeting and feel I miss out.
- I dislike feeling disconnected with other book club members between meetings.
- I hate it when I forget the book we're reading, and it's a pain to find out what it is.
- My mind goes blank when I want to cook something for book club.

Needs:

Curious

Connected

Comfort

Collaborative

Tech Habits:

- Tech savvy
- Constantly checking smartphone
- Uses a lot of mobile apps



Persona: Daniel the Professional

"Make this worth my while!"

Key Words:

- Bright
- Busy
- Family-Oriented
- Sustainable

Short Bio: Daniel is 33, married with children, and a CPA who founded his firm a year ago. He's a busy professional who balances growing his business and devoting time to his family with productivity apps. He uses his iPad to read, work, and entertain his small children, a boy and a girl. Daniel gets up early to attend a fitness boot camp in his neighborhood and enjoys living in a walkable environment that's near his bookstore. He enjoys reading for the escape of genre fiction and learning new information, either in business, history, or science books.

Goals:

- I want to discover books that challenge me.
- I sometimes have to cancel personal plans to be available for my clients.
- If I spend time away from my family, I need to be entertained or enlightened.
- I prefer to spend my money locally and keep it in the neighborhood.

Frustrations:

- I don't have time to discover new books that would interest me.
- It frustrates me when I have to look up a phone number or email to notify the book club leader I won't be able to make it because of work.
- It disappoints me to spend time reading a book that provides no value.
- It irritates me when I have to make a special trip to my neighborhood bookstore, and they don't have what I need.

Motivations:

Engagement

Practical

Balance

Loyal

Tech Habits:

- Tech savvy
- Uses productivity apps
- Uses iPad for work and to entertain his children



Persona: Wanda the Retired Teacher

"Indulge me!"

Key Words:

- Intellectual
- Organized
- Community-oriented
- Relaxed

Short Bio: Wanda, 67, is a divorced mother and grandmother and retired college English instructor. She is finally having a ball exploring all the interests she's developed over her lifetime. Wanda enjoys walking and hiking, travel, reading, watching art house movies, meditation, hosting dinner parties, and attending her new age church. She enjoys spending time with her children and their families and focuses on cultivating a love of reading with her grandchildren. She volunteers with social justice organizations. Wanda is a member of four book clubs: church, neighborhood, former educators, and general interest. She is actively involved in many organizations in her community

to make her neighborhood a better place.

Goals:

- I want to meet at the local bookstore and share thoughts and ideas.
- I need reminders about upcoming meetings and what books I've read.
- I enjoy learning what other book clubs are reading and what their opinions of the books.
- I prefer to access the Internet on my iPad in my easy chair--not at a computer.

Frustrations:

- I'm frustrated by others' inability to unplug from their devices and engage their neighbors in a discussion.
- Now that I no longer have a busy work schedule, I sometimes get caught up in what I'm doing and forget meetings. I also need help remember what titles I've read.
- It disappoints me when online sellers and publishers determine what books I should see.
- It irritates me when I have to sit at a desk for more than a few minutes to access information.

Motivations:

Participate

Support

Excavation

Leisure

Tech Habits:

- Comfortable with some tech, but can become intimidated
- Uses some social media apps on her smartphone
- Uses iPad to watch video, read email, and surf Internet

Empathy Map: Mindy the Recreational Reader

Think & Feel?

- I want to make new friends with like-minded people.
- It's 28 days between meetings and when I can interact with my new friends.
- I need to look up what book we're reading this month, but it's so much trouble to find the email with the title.
- Have others started the book? How far are they in the book?
- What dish could I make to share with other book club members that would relate to the book?

Hear?

- "When does your book club meet again?"
- What are you reading this month?"
- Have other book club members started the book yet?
- "What will you bake for your book club meeting?"



See?

- All the squares on the calendar between book club meetings
- Book club selection laying on her bedside table
- A computer that needs to boot up and tons of email that needs to be searched through to find the email with the reading selection title
- A shelf heavy with thick cookbooks and no immediate ideas

Say & Do?

- "I wish I could meet other people who like to read and hang out with them."
- "I wonder if Karen & Sandy have started the book yet, and if so, how far they've gotten?"
- "Sigh! What book are we reading this month?"
- Stare at her many cookbooks and then walk away.

Problems & Goals:

- Mindy missed this month's book club meeting. Mindy wants to find out other book club members' comments and how they rated that month's book club selection.
- Mindy feels left out. Mindy likes to interact with other book club members and find out if they've started the book, where they are in the book, and if they've finished the book.
- Mindy feels looking up the email with the book club selection title is a pain. Mindy needs to be able to quickly look up the current book club selection in just a few clicks/seconds.
- Mindy has no ideas for baking for book club. Mindy enjoys sharing food that relates to the book.

Empathy Map: Daniel the Professional

Think & Feel?

- I want to read a book that challenges me, but where would I find such a book?
- I need to meet with Barney tonight, so looks like I'll miss book club this evening.
- A book has to have a plot that keeps me turning the pages or teach me something to justify time away from my wife and kids..
- I could order this book from Amazon.com, but they don't support my local schools, law enforcement, or fire department; however, my local bookstore does. Hmm ...

Hear?

- "That book seems too fluffy for you."
- "If you work late tonight, you'll miss your book club meeting."
- "Honey, you need to get out of the house and do something for yourself."
- "Why don't you just order it off Amazon.com?"



See?

- The book he just finished on his night stand.
- An email from his client tells him needs to meet with him the same night as his book club meeting.
- A book that was written by the 16-year-old flavor of the moment YouTube sensation explaining the all the wisdom he's learned over his lifetime.
- Another local shop is going out of the business in the village.

Say & Do?

- "I wish I could find a list of new titles from publishers."
- "God, I wish I could change my R.S.V.P. in a couple of clicks from my phone."
- "I hope this book isn't a complete waste of my time."
- "Wouldn't it be nice if I could find out if my local bookstore has this title in stock without calling or driving over there?"

Problems & Goals:

- Daniel doesn't have time to search for new titles from publishers. Daniel wants to be able to discover what new titles are being released by publishers in a just a few clicks.
- Daniel wishes he could change his R.S.V.P. for book club without needing to send an email or make a phone call. Daniel needs to be able to change his R.S.V.P. in just a few clicks.
- Daniel hopes the new book club selection is not a waste of his time. Daniel needs to be able to determine how other book clubs have rated a title and what their comments are.
- Daniel has visited his local book shop only to find they're out of stock of the book he needs. Daniel needs to verify if his next book club selection is in stock at his local bookstore.

Empathy Map: Wanda the Retired Teacher

Think & Feel?

- I want to meet at a place with other people who love books so that we can exchange thoughts and ideas.
- Belonging to four book clubs, I need a personal assistant to remind me of meetings.
- I cannot join another book club, but I love to find out what other book clubs are reading and how they enjoyed the books.
- I can only sit at my desk for a short time to use the computer, but I can sit in my easy chair for hours and use my iPad.

Hear?

- “It’s too bad you can’t find more people like yourself to talk to.”
- “We missed you last month, Wanda. Did you forget about the meeting again?”
- “My sister-in-law said her book club read a great book, but I can’t remember the title.”
- “Mom, if you had a catheter and a bottle of wine, you’d never get out of that chair with your iPad.”



See?

- Other people are constantly checking their smartphones at meetings
- Checking her iPad at night and finding out she missed her book club meeting again
- A text from a friend with the title of the book her sister-in-law’s book club read
- Looking at the uncomfortable desk chair from the comfort of her easy chair and returning her attention to her iPad

Say & Do?

- “I wish I could enjoy a conversation with other book lovers who aren’t constantly checking their iPhones.”
- “Dang it! I missed book club again!”
- “What has your book club read?”
- “I’d look up the title of the book we read, but I’d have to get out of my easy chair to do it.”

Problems & Goals:

- Wanda misses conversation without distractions. Wanda needs to find a local bookstore to meet for discussions.
- Wanda misses one of her book club meetings. Wanda needs a notification to remind her.
- Wanda is curious about what other book clubs are reading. Wanda needs a way to interact with other book clubs at her discretion.
- Wanda doesn’t like sitting at her desk to use her computer. Wanda prefers to access the Internet from her easy chair with her iPad.