Forest Hoff

User Comparison



"I like books with pictures."

AGE	6
LOCATION	California
EDUCATION	Pre-School
TIER	The Kid
ARCHETYPE	The Adventurer
FAVORITE BOOK	*Dangerous!*

Unpredictable	Imaginative
Charming	Tempermental
Curious	Creative

BIO

Forest is a 6 year old who loves being active. He has a hard time sitting down and staying still making reading more of a challenge than an enjoyable activity. He's happiest when he can interact and partake in activities that keep his interest. Forest does not want to read the same book multiple times but would rather read new books about similar subjects. He enjoys stories with adventure and animals and often interacts with the pages of the book. When things are being read to him either by his parents or in an audio form he often asks questions about words and concepts he does not understand.

Personality

Extrovert	Introvert
Intuitive	Observant
Thinking	Feeling
Judging	Prospecting
Assertive	Turbulant

Brands

Goals

- Discover and read more books
- Understand what he reads
- Learn new words
- Interact with books to keep interest

Frustrations

- Not enough pictures with audio books
- Difficult to follow along
- Loses attention and/or interest with books

Motivations

- Entertainment
- Growth
- Achievement
- Interaction
- Curiosity

Technology

- IT & Internet
- Software
- Mobile Apps
- Social Networks

Daniel Corbin

User Comparison



"I like to read, but often don't have time because I hang out with my friends. It would be nice if there was a way to merge these experiences so that I can continue to interact and discuss with friends about what I have read or am reading."

AGE	28
LOCATION	New York
OCCUPATION	Pharmaceutical Rep
EDUCATION	College
TIER	The Connected Reader
ARCHETYPE	The Entertainer
FAVORITE BOOK	*Fear and Loathing in Las Vegas*

Friendly	Outgoing
Susceptible	Opinionated

BIO

Daniel is a Pharmaceutical Representative. He winds down with either a good book or spending time with friends. He seeks social situations and finds himself thriving in any activity that involves interacting with other people. When he goes out to dinner with friends he is on Yelp finding recommend-ed restaurants and/or leaving reviews of his own to guide others. He considers himself well connected and consults his friends/connections whenever he can.

Personality

Extrovert	Introvert
Intuitive	Observant
Thinking	Feeling
Judging	Prospecting
Assertive	Turbulent

Brands

yelp

amazon.com

Goals

- To find new books that keep his attention
- To communicate and share opinions of books read
- To interact with people who have similar interests

Frustrations

- Apps don't recommend titles based on preferences
- Unable to quote or share opinions to social media
- Unable to find a book club that suits his personality
- Unable to find an Online book club

Motivations

- Social
- Growth
- Personalization
- Suggestions
- Pricing

Technology

- IT & Internet
- Software
- Mobile Apps
- Social Networks