

BOOKUP APP PERSONA - Shawn - 25-year-old journalist/book lover from Toronto, ON



"I'd like to swap my books for other books, but don't want to go through the hassle of mailing them."

- Shawn

Background

Shawn is a journalist, working for Toronto Star. He lives and works downtown. He has been an avid reader since childhood – reading is one of his main hobbies, but he never bought into the whole “e-reader craze”. He still prefers to read print books. However, once he has read a book once, he generally doesn't read it again. He would rather sell it, or trade it for another book. But in the past, after taking his books to bookstores to resell, they declined because they weren't in mint condition.

Hoping to find an iPhone app to help him find books in his area, Shawn did a search on Google for “book swapping app” and found PaperBackSwap. He downloaded the app and noticed - to his disappointment - that it is based on a postal mail system, and not location-based. Playing around with the app a bit, he found it to be buggy and not engaging. He uninstalled the app from his phone, hoping a better app with a similar idea comes along in his city some time soon.

Shawn is often more interested in random, serendipitous discovery of books than searching for specific books. When at a bookstore, he enjoys browsing randomly through the shelves to discover his next book purchase. He would like to use this app in a similar manner – randomly browsing – but with the benefit of not having to pay for the book, and potentially making a new friend with a shared interest in reading.

More About Shawn

Goals (Needs and desires)

Shawn would like to swap books for others in his geographic area – that way, he could meet the person at a nearby coffee shop and maybe even make a new friend. He'd also possibly be interested in selling his books at discounted prices to others in his area.

Methods (How they do things now)

He just lets his books pile up on his bookshelf in his apartment. He occasionally just gives a book away to a friend, although when he does this he often thinks that it would be nice to receive a book in return.

Scenario/Context of Use (Situation while using app)

Shawn would like to use this app primarily when he's in his apartment, considering what to read next, and not while “on the go”. Therefore he will generally be in a well-lit, calm, quiet area while using the app.

Technology and Web Background

Abilities (What they can do)

Shawn is not technical but can competently use most consumer technology, e.g. laptops, mobile devices. But when an app isn't working as expected, he will stop using it rather than try to figure out the issue. *E.g.*, slow download times and minor bugs will cause him to stop using an app.

Mobile Usage: About average for a twenty-something male. He has an iPhone with a small data plan (~300 MB/month). He only uses apps that help him to accomplish functional goals, not gaming/pure entertainment apps.

Social Networking Usage: Mostly Facebook and Goodreads... some Twitter, some Pinterest, some YouTube.

Key values & interests: learning, sharing his knowledge/interests with others, supporting print culture and meeting others who also support print