



ACTIVE CONSUMER

This User is a multi-tasker. He holds a full-time job, and works with his wife to take care of their two children. He is constantly on the move and must fit in errands and everyday tasks in what little free time he has. He collects comic books and magazines and runs a freelance graphic design business as time and his schedule allows.

PAUL G.

Age: 34
Gender: Male
Location: Atlanta, GA

Education: 4 year BA Degree and Design Certificate Degree
Family: Wife, Two Daughters, Mother, Father, 1 Brothers, and 1 Sister
Hobby: Music, Art
Occupation: Graphic Designer
Income: Approx. \$53K
Work Hours: 42 hours a week
Disabilities: None

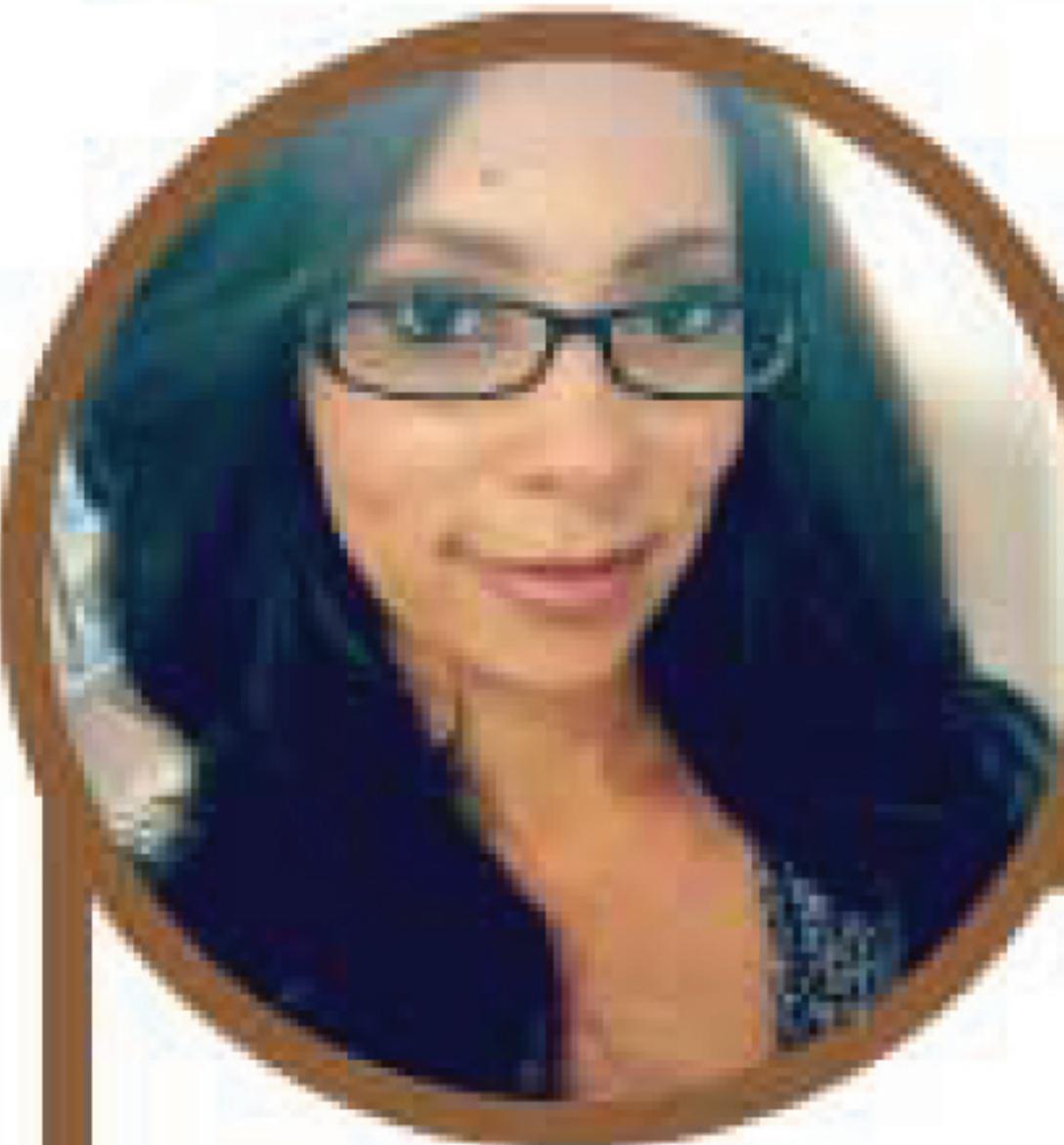
Security Feelings: Very High
Design Tastes: Eclectic, Artistic
Computer: MacBook Pro
Browsers: Chrome
Browser Settings: Cookies Disabled
Network: Cable, Ethernet
Tech Skills: InDesign, Illustrator, Photoshop
Favorite Movie: Pulp Fiction

Typical Day

He has breakfast with his wife and heads to work. He and his wife alternate picking up their children from daycare. On evenings where he does not have pick-up duties, he meets his buddies at the gym for a workout and to play basketball. He has dinner then he reads to his daughters while his wife prepare lunches for the next school day. After tucking them in he gets on the computer to work on his personal projects, surf the web, and engage his online peers.

Why The Concept Appeals to Him

He is an avid reader who enjoys mysteries, thrillers, and other stories that feature action, adventure, and a continuous narrative. This project is perfectly tailored to his interests.



CASUAL CONSUMER

This User is a recent graduate school graduate who home schools her daughter, while actively networking and when not working a contract position. She participates in a book club with her girlfriends and is often online interacting on social network sites or parenting blogs gathering information about child-care products and child-rearing tactics.

LAUREN A.

Age: 31
Gender: Female
Location: Houston, TX

Education: BA - Sociology
Family: Single Parent, Daughter
Hobby: Writing, Reading, Cooking, Creating Recipes
Occupation: Social Services Provider
Income: \$35-46k
Work Hours: Varies
Disabilities: None
Security Feelings: Moderate

Design Tastes: Modern
Computer: PC
Browsers: Firefox
Browser Settings: None
Network: Cable
Tech Skills: Microsoft Office Suite
Favorite Movies: Pretty Woman, Love Jones, Love Actually

Typical Day

Currently a stay at home mom, she spends her day taking care of her child. She starts the morning off with breakfast, followed by a daily home school assignment for her daughter which consists of writing alphabets, numbers and shapes, during which time she handles personal and work related business, then break time with a snack for her, then arts and crafts. She may run errands then come home and prepare dinner.

Why The Concept Appeals to Her

The concept appeals to her because she reads a lot. She owns a Kindle e-reader which saves her time from going to the book store, and she gets to do other activities (a favorite being online shopping). She actually owns two kindles, having recently purchased one for her 4 year old daughter. She has downloaded books, educational apps, and other games.

