

## Sunny Gupta



AGE 24  
LOCATION Ottawa  
STATUS Lives with roommates  
READING CONTEXT Student + part-time worker  
CORE PLATFORM USE Digital reading & audio

“I want reading to fit into my day, not feel like another responsibility.”

### Bio

Alex is a busy student who works part-time and wants to read regularly but struggles with fluctuating cognitive load and limited focus. He enjoys books but often abandons reading apps when they feel demanding, overly structured, or guilt-inducing. Alex prefers experiences that adapt to his daily capacity rather than forcing consistency.

### Device Type



### Needs, Goals & Motivations

- Set a daily reading intention based on current cognitive load
- Choose a comfortable amount to read or listen without commitment
- Avoid streaks, percentages, or comparisons
- Feel free to stop without feeling like he failed
- Maintain continuity without mental pressure
- Build a sustainable reading habit at his own pace

### Frustrations

- Progress bars and streaks create pressure
- Apps assume long, uninterrupted focus
- Missing days leads to guilt and avoidance
- Too many features competing for attention

# Primary Users

# Secondary Users

## Megan Byers



AGE 36  
LOCATION Toronto  
STATUS Lives with partner  
READING CONTEXT Avid physical book reader  
CORE PLATFORM USE Buy / sell / exchange books

“I don't want books just sitting there doing nothing.”

### Bio

Lucy loves reading physical books and regularly buys new titles, but after finishing them, many end up sitting unused on shelves. She values sustainability and affordability and wants a simple, low-friction way to pass books on to others without complicated selling processes or social negotiation.

### Device Type



### Needs, Goals & Motivations

- Easily buy affordable physical books
- Sell or exchange finished books with minimal effort
- Keep books in circulation instead of collecting clutter
- Avoid awkward messaging or bargaining
- Trust clear conditions and fair exchanges
- Feel confident that book exchanges are fair and clearly defined
- Complete buying or exchanging books without ongoing communication

### Frustrations

- Selling books takes too much time
- Marketplaces feel transactional and impersonal
- Too many messages for simple exchanges
- Unclear expectations around condition and value

## Daniel Jacob



AGE 48  
LOCATION Vancouver  
STATUS Lives with family  
READING CONTEXT Evening and low-focus reading  
CORE PLATFORM USE Text-to-audio listening

“Some days I can read, some days I can't – and that shouldn't break the experience.”

### Bio

Daniel enjoys reading but experiences visual strain and fluctuating cognitive load throughout the day. Depending on context, he alternates between reading and listening. He values accessibility but dislikes apps that treat accessibility as an afterthought or require switching platforms to continue content.

### Device Type



### Needs, Goals & Motivations

- Reduce visual strain and mental effort
- Switch seamlessly between text and audio
- Customize voice, speed, and pacing
- Maintain continuity across formats
- Access content without being labeled or separated
- Maintain comprehension while switching between text and audio
- Adjust audio pacing to match changes in cognitive load

### Frustrations

- Losing place when switching formats
- Accessibility options hidden or limited
- Audio and text treated as separate experiences
- One-size-fits-all reading systems

# Tertiary Users