



# Cha EunWoo

"The book is way better than the movie!"

#booklover  
#bookaddict  
#booknerdproblems

## DEMOGRAPHICS

Age: 25  
Location: Sao Paulo, Brazil  
Education: Software Engineer  
Job: Q/A at Indie Game Company  
Family: Lives alone

## TECH

Internet  
Social Networks  
Messaging  
Games  
Online Shopping



## GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

## FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

## READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

## FAVORITE BOOKS



American Gods  
Neil Gaiman



Harry Potter  
J.K. Rowling



Ready Player One  
Ernest Cline