

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

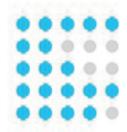
Internet

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

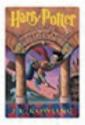
READING HABITS

- · 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



J.K. Rowling



Ready Player One