



Pranav Sharma 24

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Pranav is a 24 year old software developer based out of San Francisco. He does not read much but believes that if he found the right book club app that he could read more. He usually reads coding books for work but on occasion reads science fiction. He is interested in STEM and authors (and scientists) like Carl Sagan and Andy Weir and wants to find readers like him.

Preferred Genres:

- Non-Fiction
- Sci-Fi
- Historical

Books per Month: 0-1

Preferred Format: Physical books

Attended Book Club?: No

Goals

- **Efficiency:** streamlined logistical aspects of being in a book club
- **Accountability:** hold everyone in the group accountable for meeting reading goals
- **Motivation:** add external and internal rewards to encourage a sense of accomplishment

Challenges

- **Time Management:** work and hobbies occupy a lot of time, so there is not much room to fit in reading
- **Data Storage:** is not able to keep track of reading data easily and accessibly
- **Organization:** struggles with coordinating with group members and setting realistic reading goals

Needs

- To find **interesting book choices** recommended by people with good taste
- **Data visualization** and **gamification** to enhance the reading experience
- A **solid group of people** that he can connect with and discuss books with

Insights

- **Scheduled reminders**
- **Progress bars** (data visualization)
- **Gamification**
- **Discussion prompts**

"There are people who have good [reading] taste and input and I want to stay up to date with them."