

Persona

Christina is representing the Book's target audience.

Reader



Age: 36 y.o

Web Designer

Christina

Commutes to work every day 40 minutes

Goal:

Wants to kill some waiting time with an entertaining (but not silly) stories that will make her daily commute more bearable.

Quote

„I hate how the literature is dominated by men central characters. It's time to end this gender bias and tell a story about a confident woman that is more than just a James Bond doll”

Likes

Electronic gadgets

FPS Games

Jo Nesbø and Stieg Larsson books

Likes strong female characters

Girl with a dragon tattoo

Favourite food:

Burger

Favourite TV shows:

Dr House

Sherlock

Favourite movies:

Fight Club

Breaking Bad

The Silence of the Lambs

Pulp Fiction