






Section 1: Market segmentation pen portraits drawn from primary research

Segment name & description	Characteristics	Age	Usage demand	Price range	Delivery	Internet use	Favourite websites	Important when using internet
	<p>Jayas</p> <p>Single urban student, using library as a quiet space to work and to use internet in search for part-time job. She hardly ever borrows books as the library usually doesn't have the title she's after.</p>	<p>18-30</p>	<p>Low but possible if access to wider range of books including new releases and other exciting features</p>	<p>£3.49 too much, expect public services to be free and definitely not more than the bus fare</p>	<p>Straight to the door; return in prepaid envelope</p>	<p>Jaya is a heavy internet and mobile phone user, keeping in touch with her friends on a daily base using text messaging, msn and social networking sites. She also uses the internet for clothes/ accessories/ toiletries shopping, blogging, and downloading music</p>		<p>Integrity of information, ease of use and security matter a lot to Jayas. Availability of stuff is more important than look and feel of web design. They like to check out on what their friends are talking about.</p>
	<p>Elaines</p> <p>Working women bringing up children. Time pressed juggling the demands of a job and family life. Married, skilled professional. Rarely visits library, although occasionally she'll take her children in the weekends. Worries about returning books on time.</p>	<p>30-45</p>	<p>Mid-high if price was okay, but would like added value to online offer as her children like browsing</p>	<p>£ 3.49 too much as children never leave library with less than 5 books</p>	<p>To work; return in post or convenient drop off point</p>	<p>Elaine uses the internet a lot at work and isn't keen spending her evenings at the computer although she's using the internet for shopping to make her life easier.</p>		<p>Ease of use is very important to Elaines. They would move away from a website that isn't straight forward. They like to get a feel for what she's buying and would therefore appreciate a browsing option. As they have little time they'd like to hear what other working mums have ordered either for themselves or for their children.</p>

	Tims	Young urbanite in higher managerial/ professional job. Settling down, buying a property with his partner. May have children. Time-pressed. Loves reading, spends lot of money on books. Doesn't like the library environment	25-35	Mid – with potential for high; means he doesn't have to visit libraries but would like access to a range of titles,	£3.49 just right	To work, return in post or convenient drop off point	Tim embraces the latest technology and is a high internet user for both professional and personal use. He downloads music, films to his latest i-phone and reads newspaper broadsheets websites.		Speed and efficiency are the two primary criteria for Tims. They expect a pretty much immediate response to their requirements and an efficient help desk if things go wrong. Tims are concerned about security but that won't stop them accessing the information they want.
	Ralphs	Comfortably retired rural male, enjoying active lifestyle. Regular user of local library and member of book club. Interested in specialist books	60 plus	Mid -High? Opportunity to access rare / specialist books would be important	£3.49 too much	Straight to door, return to local library	Ralph is a medium to light internet user. He much prefers to be out and about than being glued to a computer. He's had the same computer for a long time and doesn't feel his internet use merits getting Broadband. When he does use it, it is primarily for research.		Ralphs would want a wide range of stock including specialist and rare books clearly visible on the website. They would want the site to be really easy to use and simply laid out with very few clicks to what they want to see. Very simple ordering procedures are essential. They will compare the site to what is available to them on their local library site at present.
	Lillys	Asian British woman raising young children. Very little time for reading but enjoys it when she does. An occasional library user.	25-35	Mid - would possibly use the service if could access children's books and not too much pressure for returning them by a due date	£3.49 too much	Straight to door, sending it back in a pre-paid envelope	Lilly uses the Internet for online weekly shopping when the children are in bed. She accesses BBC sites for the children, and for listening online to the Asian Network. She uses Skype to speak to her family overseas. She is subscriber to LoveFilm		Lillys need speed and an easy navigable site which will fit into her busy life. She doesn't want to be tied to arduous subscription contracts or late fees.