



Rob

The rookie

Age: 34

Occupation: Project Manager

Earnings: \$7,500/mth

First time Smallestonlinebookstore.com book buyer

Rob is an IT Project Manager who is always on the go. He's married and he and his wife have recently had their first child (Charlie).

Rob has an hour long commute to work each day via public transit where he devours as many industry related books as he can.

Rob is always trying to stay one step ahead of his peers by reading the latest publications in his field. He also loves being the first to recommend great books to his friends.

He doesn't have time to browse a bookstore all day to find the next great read. He just wants to know what's hot and recommended by the top minds in his industry.

Rob uses an Android Phone running the latest version of the OS, at work he use's Windows machines Windows 7 and Windows Server 2008. At home he prefers to use Linux. On the office computers he's limited to IE and Firefox, but at home he uses Chrome.

Photo: <http://www.flickr.com/photos/chrisdag/4626436839/>

A few days in Rob's world.

Sunday: In the past few months the winds of change have been blowing through Rob's company they've started to talk about using either Scrum or Kanban. Rob doesn't want be caught late to the party so he wants to find at least one good book on each. He wants to start reading later in the week but doesn't want to pay for shipping.

He opens Amazon to search for Scrum and is shocked when the list comes up with over 600 books. Before he can waste any time reading the reviews, his wife calls out "Charlie needs a diaper change can you help?". When Rob returns to his computer its 10 minutes before dinner will be on the table. He has 10 minutes to find one book on Scrum to read, then he remembers the real estate agent, Julia, who recommended WorldsSmallestOnlineBookStore. He gives it a spin. Cool within 5 minutes he has found three recommended books by industry leading experts. The books are up to date and the recommendations come from a variety of sources.

Rob picks two and only minutes later has checked out as a guest (he hates registering for accounts on every site he ever visits). Shipping and handling was a very reasonable \$5.95. Not as cheap as Amazon but less painful.

Wednesday The books arrive in the early afternoon.

Thursday He starts reading "Scrum: a Breathtakingly Brief and Agile Introduction" by Chris Sims and Hillary Louise Johnson

Monday He finishes it and starts recommending it to friends.