



Disney+ Customer User Persona



Demographics

Amelia Korning
30 Years Old
Female
New York, USA

Customer Service Representative
Associates in Communications

Biography

Amelia is a mother of two children; One 2 year old boy and one 5 year old girl. Currently lives in New York state and is a Customer Service Representative for a Telephone Company. Received her Associates in Communications at Caygua Community College. Amelia is a potential new Disney+ customer looking to learn how to subscribe to the service.

Obstacles

- ★ Limited Time to Research/Read Documentation
- ★ After Hours to Need Help
- ★ New Client

Wants/Needs

- ★ Easy Access to Common Information
- ★ 24 Hr Customer Assistance
- ★ Child Lock/Security

Savviness Scale

(1 Star through 5 Stars)

Internet	★	★	★	★	★
Streaming	★	★	★	★	★
Research	★	★	★	★	★
Device Variability	★	★	★	★	★

Favorite Movies & Shows

- ★ Lion King
- ★ The Little Mermaid
- ★ Aladdin
- ★ Once

Childrens' Favorite Movies & Shows

- ★ Frozen
- ★ Zootopia
- ★ Bluey

Helpful Suggestions

Navigate the Disney+ Homepage

Contact Disney+ Customer Support



Disney+ Customer Users Learning Curve

Users Learning Curve

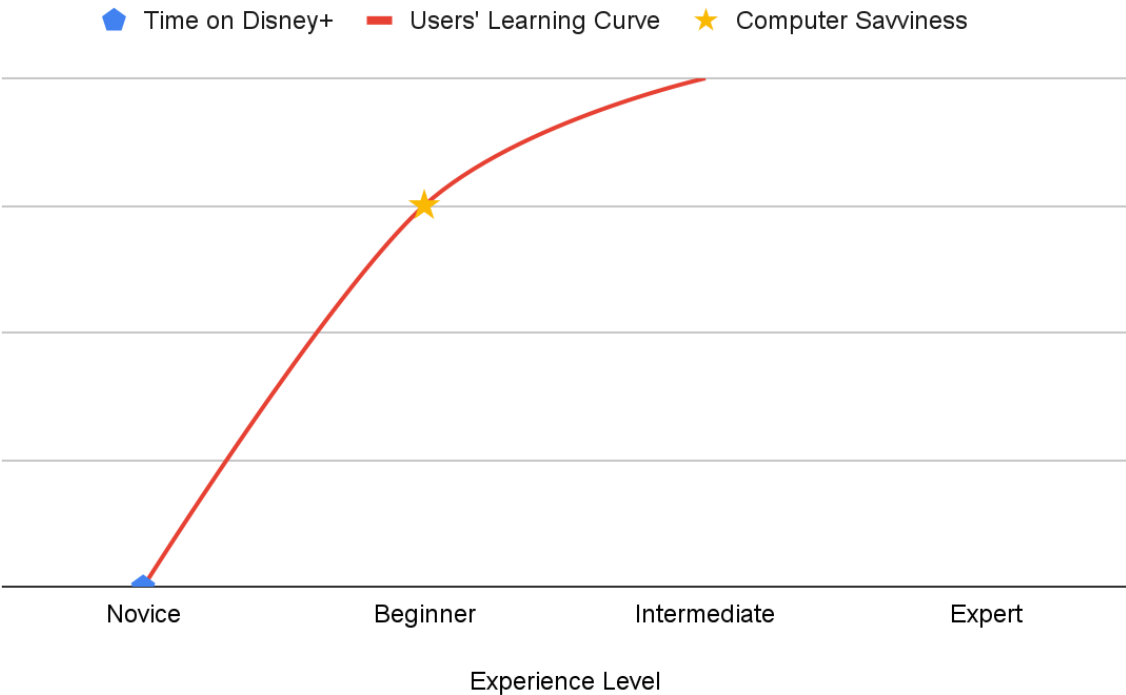


Chart Description

This chart displays the learning curve of the persona above.
This line shows the delta of no Experience on Disney+ versus the Persona's Computer Savviness which gives the visual of the learning curve.