

Persona

Expert User: Sally

Biographic Facts (age, gender, etc.) including attitude to the task

- 33 year old, female
- Just moved together with her spouse
- Both love Movies. But they live on the countryside, so going to the cinema is not an easy option.
- She has borrowed books from University Libraries via internet before, so borrowing Movies might be a good idea.

Knowledge and attitude with respect to technology

- Uses a computer and other electronic devices for more than 15 years
- Controls home heating via smartphone
- Buys air tickets and rents cars for travels online
- Buys and sells things on eBay
- Buying and borrowing over the internet are a natural way to do things

Needs

- Wants to quickly find a movie fitting to her actual mood
- She wants to borrow Movie masterworks from respected authors
- Her spouse wants to borrow Series, Seasons or Episodes from famous SciFi Productions

Frustrations

- If loaned items are not returned in time by other users
- If the Media Service uses an inconsistent database, for example: a Series is shown available, but Seasons or Episodes are missing
- A bad web interface with unlogical or confusing design

Ideal Features

- Search for the return date of items loaned by other users
- Search for own borrowing information, i.e. list of borrowed items and their associated return dates.
- "Flexible use" according to her mood, for example: return only parts of the items borrowed (which is not supported by Movie Experience).

Novice User: Uncle Leonid	
Biographic Facts (age, gender, etc.) including attitude to the task	<ul style="list-style-type: none">▪ 75 year old, male, totally dependent on his wife.▪ Is an hypochonder. Afraid to leave the house in the evening because he might fall the stairs or catch a cold.▪ Interested in films, but would usually buy them in a store.▪ Borrowing is an option, but information technology is not the usual channel.▪ Loves talking to people on the phone: everything he buys or rents at distance is usually by phone.
Knowledge and attitude with respect to technology	<ul style="list-style-type: none">▪ Computers were not part of his life (until two years ago).▪ He loves browsing for news and financial information, but needs help when doing everything else on the computer.▪ He thinks “Wizard-Type Applications” with step-by-step guidance are helpful
Needs	<ul style="list-style-type: none">▪ Wants to view his borrowed movies and series▪ Wants to do things very easily▪ Learn the absolute minimum▪ Wants everything to run in his favorite Browser (Firefox)
Frustrations	<ul style="list-style-type: none">▪ If something does not work with the internet or takes a long time▪ Error messages he does not understand▪ If he has to actually learn how to do things▪ If something requires more than three clicks or so (he simply cannot remember more)
Ideal Features	<ul style="list-style-type: none">▪ Simple searching: ideally just one input field as in Google▪ Simple borrowing: ideally just one 'Loan' button▪ Simple returning: ideally just one 'Return' button▪ Nothing complex