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| **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). |

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| **Novice User: Uncle Leonid** | |
| **Biographic Facts (age, gender, etc.) including attitude to the task** | * 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** | * 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** | * 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** | * 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** | * 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 |