

Persona

1.Irina-Margareta Nistor

A veteran Romanian film critic known for her extensive knowledge of cinema and unique voice in film evaluation.

Type: Senior Jury Member

Representative Image:



Demographics:

- Date of Birth: March 26, 1957
- Gender: Female
- Location: Bucharest, Romania
- Work place: Independent critic and contributor to Romanian film festivals
- School: University of foreign languages of Bucharest
- Technology Level: Basic to Intermediate

Main Points:

Goals:

- Watch and fairly assess Oscar-nominated films
- Share experienced-based insights with the jury
- Promote European cinema perspectives in international contexts
- Score and review each film critically
- Participate in Watch Parties and jury discussions

Frustrations & Pain Points:

- Delays or bugs during playback

- Difficulty accessing features during film screenings via MR headset

Scenarios:

· Uses the mobile app to view schedules, watch films, add scores and reviews, and interact with other jury members.

Other Details:

Prefers classic film evaluation styles and minimal digital interference during screenings.

2.Sophie Caldwell

A curious and observant film student who learns by watching how real critics work.

Type: Observer / Guest Viewer

Representative Image:



Demographics:

- Date of Birth: March 12, 2002
- Gender: Female
- Location: New York, USA
- Work place: Part-time at university library
- School: NYU Tisch School of the Arts
- Technology Level: Intermediate

Main Points:

Goals:

- Learn from the jury process
- Understand what makes a film Oscar-worthy

Frustrations & Pain Points:

- No access to scoring system
- Overwhelmed by too many features not relevant to her role

Scenarios:

- Uses the app to read reviews and watch scores after screenings.

Other Details:

She is preparing her thesis on the evolution of jury criteria in film festivals.

3.David Romero

Coordinator of the Oscar jury, manages and monitors the evaluation workflow and assists jury members throughout the process.

Type: Jury Coordinator / Admin

Representative Image:



Demographics:

- Date of Birth: August 5, 1982
- Gender: Male
- Location: Los Angeles, USA
- Work place: Academy of Motion Picture Arts and Sciences
- School: UCLA
- Technology Level: Advanced

Main Points:

Goals:

- Ensure all jury members complete their reviews on time
- Monitor participation and resolve any issues during the review process
- Communicate with jury members and provide support

Frustrations & Pain Points:

- No clear overview of jury progress in the app
- Inability to export structured reports

Scenarios:

- Logs in daily to monitor scoring and reviews completion and contact inactive members.
- Coordinates live Watch Parties and ensures that all jury participants are connected and active.

Other Details:

Often acts as the bridge between the technical team and the jury, collecting feedback and reporting issues.