



"A quotation that captures this user's personality."

Age: 20-25

Work: Students

## Personality



Observant trait

Technical Trait

Focused

## Goals

- Search for animated features for kids.
- Look up the movies based on preferred genres and ratings.
- Look up for the reviews from audience. Along side the recommendation from application.

## Frustrations

- The application is not accessible for everyone and bad color contrast.
- Buggy and slow interface. ADS, crappy quality, low frames and Lagginess.

## Bio

They are students from different career background. About 75% are junior and senior year students. Where as 15% students are freshman and about 10% are graduates. All the students loved to watch movies and have different and common features requirement

## Motivation

Incentive

Fear

Growth

Power

Social

## Brands & Influencers



## Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR



"A quotation that captures this user's personality."

Age: 20  
Work: Student  
Location: Sacramento  
University: Sacramento State

- Observant Trait
- Technical Trait
- Focused

## Goals

- Look up movies based on preferred genres and ratings
- Getting Interesting recommendations from the app
- See the rating and reviews from critics/audience

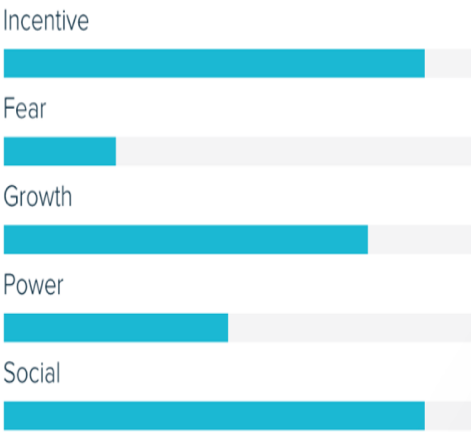
## Frustrations

- Seeing movie genres I'm not interested in movie apps in a timely manner
- Unable to find adequate movie information from other movie apps in a timely manner
- Buggy or slow user Interfaces

## Bio

They are a computer science major at Sacramento State, they are currently in their junior year and love watching movies and have recently gotten really into Academy nominated movies.

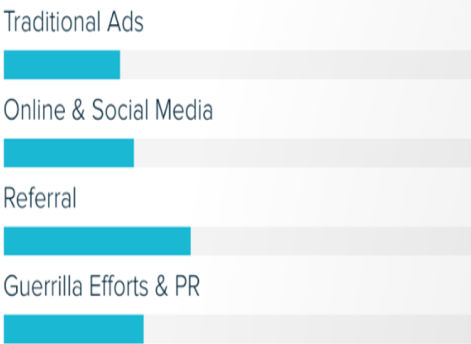
## Motivation



## Programming Languages



## Preferred Channels



really into Academy nominated movies.  
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They are a computer science major at Sacramento

## Bio

