

# Tom Olsen

age: 18

residence: Colombia, SC

education: High School Diploma

occupation: Unemployed

marital status: Single



## *"When does class end?"*

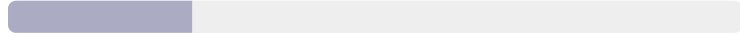
A college student who enjoys to sit down and watch shows and movies after a long day of classes.

### Comfort With Technology

#### INTERNET



#### SOFTWARE



#### MOBILE APPS



#### SOCIAL NETWORK



### Needs

- An easier way to find shows and movies to watch
- A way to get recommendations for movies and shows.
- A way to share the movies and shows he recommends to friends.

### Values

- An app that is easy to use.
- The mixing of movies and shows with social networking

### Criteria For Success:

Finding an app that will give me personalized movie and show recommendations based on ones I already like. Ways to get recommended movies and shows by friends, and ways to recommend them to friends.

### Wants

- Something that makes the process easy and simple.
- A way to review and rate the movies and shows he watches
- A way to see where the movie or show is available (ie. Netflix, Hulu, etc.).

### Fears

- The app is confusing to use.
- The recommendations are not good.

# Nicholas Evans

age: 26

residence: Florence, South Carolina

education: Bachelor's in Computer Information Systems

occupation: Programmer

marital status: Single



*"If you have to do it more than once, automate it"*

A fresh college graduate who spends his free time running his own private servers.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Forming good relations with the client by producing a product to their liking.

## Needs

- Support from higherups
- Communication with client

## Values

- Producing high quality code
- Collaboration
- Adaptability

## Wants

- A well-rounded plan for the app's development
- Flexibility from the client and management

## Fears

- Lack of clarity from management and client
- Bug Proliferation
- Burnout

# Joshua Smith

age: Mid 30's

residence: San Fransisco, California

education: Bachelor's in Information Technology

occupation: Engagement Analysis Admin

marital status: Engaged



*"A minute today saves an hour tomorrow"*

Your average upper-management man: he goes to work, goes home to his soon-to-be wife, goes to sleep, rinse and repeat - big into planning and prevention

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Easy interaction with audience/user base
- Able to quickly update site/app in case of emergency
- Monitoring public user interaction

## Values

- Searchable database of movies & where to watch them
- Users can add reviews & suggest movies to other users

## Criteria For Success:

Managing a successful online space where people can interact, review, and suggest movies to one another

## Wants

- Export user inputs to other locations for sorting/documentation
- Direct, private communication with users to discuss issues

## Fears

- The site/app goes down unexpectedly
- Users post inappropriate content
- Unhelpful employees