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
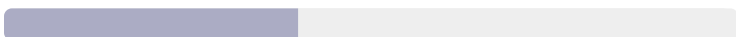
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

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

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

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

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

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