



The Darby Family
Charleston, SC
Family of 4



PERSONALITY

- Energetic
- Adaptive
- Harmonious
- Spontaneous



BIO

We, the Darby family, love to spend time together. Whether it's taking walks together, going out to eat, or going shopping, we love to do it as a family. However, recently we are having trouble finding movies we would all enjoy.



Motivations

RELAXATION



ENTERTAINMENT



LEARNING



FAMILY NEEDS



Goals

- Movies & shows that the kids will enjoy
- Movies & shows the whole family can watch together
- Shows that promote good values and lessons



Frustrations

- Takes too long to find shows before being disinterested
- Kid-friendly shows not actually being for kids



“Our family is a circle of strength and love.”



Family Behavior

Shows



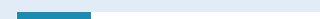
Outdoors Activities



Movies & TV Shows



Cooking



Games



Influences

- CREDIBILITY
- FACEBOOK GROUPS
- COLLEAGUES
- TECHNOLOGY
- ADVERTISEMENTS

Frequently used apps



Netflix



Hulu



Disney+