

Point Of View

Group - 20

User	Need	Insight
Family-Oriented User	To access family-friendly content across different age groups.	They want a safe, organized platform with parental controls and categorized content suitable for kids, teenagers, and adults.
Student	To find free and affordable subscriptions of entertaining content for relaxation.	Students are budget-conscious and love variety. They look for discounts and free trials to access content without breaking the bank.
Elderly Viewer	To access classic movies and simple navigation options.	They appreciate straightforward designs, larger text, and nostalgia-inducing content tailored to their interests.
Independent Creator	To showcase their shorts and gain visibility among a larger audience.	Creators want an easy-to-use submission process and tools to monitor engagement metrics. Revenue-sharing models also attract them.
Small Production Studios	To distribute their content to a global audience.	Studios seek a platform with fair distribution terms, marketing support, and tools to manage royalties and viewership insights.
Sports Enthusiast	To watch documentaries, biopics, and highlights of their favorite sports.	Sports lovers appreciate a collection of content that celebrates sportsmanship, iconic games, and athlete journeys. Live updates and sports-centric recommendations keep them engaged.
Multilingual Viewer	To access content in their native language or preferred subtitles.	People speaking different languages prefer having diverse audio and subtitle options for better understanding and enjoyment. Multilingual support helps them connect deeply with the content.

Busy Professional	Quick access to trending, short content	Limited free time, prefers concise shows and weekly recommendations.
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