

Male User Persona

DESCRIPTION

Jenil is a techsavvy professional who enjoys watching movies and sports in his free time. He prefers highquality streaming and often uses entertainment apps to unwind after work. He is not a frequent subscriber but occasionally purchases subscriptions when there's a specific show or sports event he wants to watch.

GOALS

Wants a seamless streaming experience with minimal interruptions
Prefers apps that offer highquality video and easy navigation

FRUSTRATIONS

Dislikes too many ads in the app
Finds Subscription costly

HOBBIES AND INTERESTS

Watching Movies
Travelling
Playing sports

ENTERTAINMENT PREFERENCE

Most Used App : YouTube
Frequency of Use : Few times a week
Preferred Content : Sports and Movies/Video Series
Favorite Features: High-quality streaming, Trending and popular content
Browsing Preference: Search and browse, Trending content
Subscription Behavior: Only purchases subscriptions when there's a specific need

MOTIVATIONS

Exploration & Discovery
cultural & Trending event



Jenil Goswami

Age 25

Software Engineer

Anand, Gujarat

Female User Persona

DESCRIPTION

Khushi is a busy professional who enjoys watching movies and TV series in her downtime. She values personalized recommendations and often uses entertainment apps to relax after a long day. She prefers apps that are easy to navigate and offer a wide variety of content.

GOALS

Wants an app that offers personalized content suggestions

Prefers apps with a clean and attractive design

FRUSTRATIONS

Dislikes too many ads in the app

Finds it hard to search for specific content sometimes

HOBBIES AND INTERESTS

Watching Dramas & comedies

Story Reading

Podcasts

Cultural Events

ENTERTAINMENT PREFERENCE

Most Used App: Netflix

Frequency of Use: Once a day

Preferred Content: Movies/Video Series

Favorite Features: Personal recommendations, High-quality streaming

Browsing Preference: Personal recommendations, Category and genres

Subscription Behavior: Subscribes monthly

MOTIVATIONS

Relaxation & Escape

Stay Culturally Updated

Social Connection



Khushi Mehta

Age 28

Marketing Manager

Surat, Gujarat