**Buyer Persona**

**Meet "Marie"**

**Age:** 44

**Occupation:** Part-time Project Manager & Full-time Mum

**Goals:**

* Find engaging movies that the whole family can enjoy together.
* Discover movies which match her personal favorites
* Find movies based on what her kids are interested in
* Minimize the time spent searching for a movie

**Concerns:**

* The constant battle to find a movie that everyone in the family agrees on.
* Wasting time scrolling through streaming services.
* Not remembering the names of movies
* Limited Free Time

**Buying Motivations:**

* Quickly finding suitable movies saves her valuable time and reduces decision fatigue
* Service that helps the family agree on a movie minimizes conflict
* Trust and Reliability

**How Just Pick can help Marie:**

* Natural Language Input allow her to describe a movie if she forgot the title
* Personalized Recommendations it can recommend movies similar to those one which she saved as favourites
* Saving favourite movies