

User Personas (Smart TV)

Clark Andrews		
About Clark is a student at Boston University who is an avid television watcher. Every night he spends some time watching a movie or a documentary on TV. He really likes a remote that can be easily found when he comes home from his college.		Age: 28 Occupation: Ph.D Student Income: Less than 30,000 Status: Single Location: Boston, MA
Goals <ul style="list-style-type: none">• Easily accessible remote to use after a tiring day• A simple remote that does not have many buttons	Frustrations <ul style="list-style-type: none">• Has to spend too much time looking for his remote• Remote has too many buttons and makes it annoying to use after a tiring day	

Jill Sivak		
About Jill is a human resources representative at a multinational company married with two kids. Every night she spends some time watching TV after her kids go to bed. She wants a remote where she can conveniently switch between her, and her kid's TV shows.		Age: 38 Occupation: HR Representative Income: ~ 70,000 Status: Married Location: Houston, TX
Goals <ul style="list-style-type: none">• A remote that can easily switch between her, and her kid's TV shows• An easily accessible remote to use	Frustrations <ul style="list-style-type: none">• Has to operate two remotes to operate the TV and to use her TV box provided by her ethernet company	