USER'S POINT of VIEW

User Type	Key Requirements	Expectations & Preferences
Family Viewer	Age-appropriate content for all family members	Safe environment, parental controls, and diverse genres
College Student	Affordable entertainment options	Cost-effective plans, free trials and wide variety
Senior Citizen	Easy-to-use interface with nostalgic content	Simple navigation, large fonts and classic movies
Content Creator	Platform to publish and promote their work	User-friendly submission, analytics, and earnings
Production Studios	Reach a global audience with their productions	Fair distribution, marketing tools and royalty tracking
Sports Fan	Access to sports live and highlights	Curated content, live updates and recommendations
Multilingual User	Content in their preferred language	Language options, subtitles and personalized experience
Working Professional	Quick entertainment in short formats	Bite-sized content, trending lists and time-efficient options