

Product Vision:

For: Voting Participants

Who: Want product that's easy to vote

The: OSCAR voting app

That: Any individual from any country can make well informed vote.

Unlike: Past years where only select few can vote.

Our Products: An app based voting experience.

CI / Interview Note for persona-1

Who are they?

Name, Age: Susma Chaulagain, 35 years old.

Location: Sacramento, CA

Duration of Interview: 20 min

What kind of movie they want to watch?

=> Romantic, documentary, adventure

Why did you started watching those kinds of movies?

=> Knowledge, Recreational purpose, don't like violence

Where do you watch movie?

=> TV, laptop (Netflix, YouTube)

How often do you watch movie?

=> Occasionally

Are there any time constraints?

=> During the evening when free

What happens when things goes wrong?

=> Wait until the problem is solved

What others tools you use to watch movie?

=> Amazon prime, go to theater

How would this "person" interact with the product?

=> Good idea to have links to know their rating

What do they want to accomplish?

=> Be able to vote and see the ratings for the movies.

What are their interests?

=> traveling, camping, photography, watching short movies

What are some problems barriers they have to accomplishing the goal?

=> Not having enough time to vote, and fear of wrong voting.

Helps to promote empathy in the designers.

CI / Interview Note for persona-1

Who are they?

Name, Age: Lethal Ngubane approx.55

Location: Virtual via Whatsapp

Duration of Interview: 15 min

What kind of movie they want to watch?

=> Action, Drama, Adventure, thriller

Why did you started watching those kinds of movies?

=> Entertainment, Emotions, thrill

Where do you perform the task / Where do you watch movie?

=> TV

How often do you watch movie?

=> Frequently

Are there any time constraints?

=> In the evening, and mostly weekend

Do you watch movie using any other tools?

=> Mobile

What do they want to accomplish?

=> Able to vote, see the ratings for the movies with larger fonts in their native language

What happens when things goes wrong?

=> Ask help with family members.

How would this “person” interact with the product?

=> Its good, and nice to be able to view the rating with respective links.

What are some problems barriers they have to accomplishing the goal?

=> Worries if will have enough ratings to view in his native language, fear of wrong voting.

Susie

age: 35

residence: Sacramento, CA

education: BSC Nursing

occupation: RN

marital status: Married



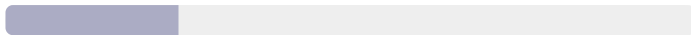
A young woman, well-educated and comfortable with technology. Very busy work life and not a lot of excess time.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Access to important information about the movie.
- List of nominees and categories
- Where the movie is available to watch.
- Organized movies based on genre.

Values

- High-quality feedback for the movies.
- Well informed voting.

Criteria For Success:

The product should allow me to intuitively research movies in order to make an informed decisions.

Wants

- Ability to vote at their convenient time
- Multiple search criteria
- Have a voting conformation

Fears

- Casting wrong vote
- Not having enough time to vote.

Ernie

age: 55

residence: South Africa

education: Trade School

occupation: Mechanic

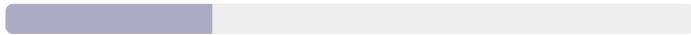
marital status: Married with kids



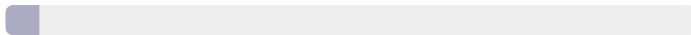
A middle aged man, somewhat familiar with technology. Passionate about movies and loves spending time re-viewing films.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Access to important information about the movie in different languages like Zulu.
- Ability to see all award categories and nominees
- List of sites and services where movies can be streamed

Values

- Accommodation for users in foreign countries.
- Accommodation for older users, less familiar with technology

Criteria For Success:

A product that is easy to use and has all essential information readily available.

Wants

- Bigger font
- Mobile friendly with intuitive designs

Fears

- Not enough reviews in the native language.
- Product is too complicated to use.