



## Julia

**Age:** 23

**Education:** Art's student

**Hometown:** Madrid, Spain

**Family:** Parents

**Occupation:** Freelance  
photographer

*"I love movies but it turns difficult to make a decision when you can't see anything about the movie"*

### Goals

- Get to view as many movie trailers and reviews as possible
- Be able to scroll through movies options

### Frustrations

- I'd like to see trailer but they don't load
- I hate when I'm looking a trailer and it suddenly closes

Julia is a 23-years old student with passion for audiovisual content. Julia loves to go to cinema theaters not only as a hobby but also as part of her studies. For her, is a burden when there's no way to review any movies or watch trailers with advance, since between her studies and her job she has no time to go to the theater and check. It's something that has to be planned.



## Pedro

**Age:** 68

**Education:** BA in Business

**Hometown:** Murcia, Spain

**Family:** Son, grandchildren

**Occupation:** Retired

*“Cinema is one of my favourites activities to do with my family, but is difficult to choose a film when you don’t hear very well anymore ”*

### Goals

- Be able to understand trailers in a proper way
- Be able to review the app on my own without others help

### Frustrations

- I’d like to have subtitles on the trailer to understand them properly
- I live in a rural area where signal is limited and trailers won’t load
- I want to navigate and schedule movies on my own

Pedro is a 68-years-old retired grandfather that loves spend time with his family. He likes to go to the cinema but due to his advanced age it has become difficult to review movies on his own. Pedro want the opportunity to understand videos without necessarily hearing them. Also he would like to navigate through the cinema app on his own, so he can go and watch movies whenever he wish.