



Age 20

## Sophie

Function  
Market Researcher

Location  
Marseille, France

### Description

Sophie is a massive anime fan, and she LOVES being able to watch the shows she loves. This can be difficult at times, because Sophie is a French speaker. Finding content she loves that is subbed/dubbed in her language can be hard, and she wishes there was a reliable way to filter.

### Needs | Goals

- Watching anime that's good and enjoyable
- Filtering it for her language.

### Challenges | Frustrations

- English dominance in subbing/dubbing
- Inconsistent quality in the French dub
- Difficulty finding valid links that are reliable and trustworthy

«Neon Genesis est encore plus déroutant si vous ne pouvez le voir qu'en anglais..» – Sophie



Age 22

## Kevin

Function  
Graphic Designer

Location  
Austin, Texas

### Description

Kevin has only watched one or two anime shows before, and was intrigued but wasn't able to get too deep into it. Kevin is aware enough about anime culture due to the memes he sees, but is unsure what popular or good shows to watch are. He doesn't have a prominent group around him online or offline to direct him to shows worth showing.

### Needs | Goals

- Wants quality television to watch
- Wants to figure out what his taste in anime is

### Challenges | Frustrations

- Hit or miss content thus far
- No real social circle around him to guide him into it
- Too much content, limited amount of time to figure out what he likes

«Someone on reddit told me Sword Art Online was good, but like...it really wasn't. Was that just me?»  
- Kevin



Age

26

## Drew

Job  
Database Developer

Location  
Palo Alto, California

### Description

A dedicated anime buff who likes to suggest anime he likes to his friends and others. Drew is very passionate about his interests and likes to make sure that his friends get the best recs possible. He also likes to stay in the loop and be aware of what is popular amongst the community.

### Needs | Goals

- Delivering good, tailored recommends to his friends
- Being aware of what's being viewed by others.

### Challenges | Frustrations

- Tailoring a recommendation for a specific individual can take hours
- As an adult with a job, Drew finds it difficult to know what are top watched shows amongst the public right now.

«Man, it's hard being an adult AND being a weeb.»

– Drew