


Notes/Ideation

Tuesday, January 23, 2024 11:57 AM

Include any pre-production notes/ideation here.

Personas



Josh Marks
Doctor

- .32
- .Working Professional
- .Has a family
- .Vancouver, BC
- .Loves science

Goals

- .Buy a house
- .Getting a promotion at work
- .Buying a new home
- .Have kids in future

Interests

- .Always had an interest with human body
- .Hanging out with friends & family
- .Travelling
- .Visiting science centre

Pain Points

- .Have a very busy schedule
- .Doesn't have time to spend with family & friends
- .Hate it when he watches a bad movie that wasted his time.

Biography


He is well known as Josh Marks in Vancouver, where he grew up. Since he was a kid, he was fascinated with human body and always been into science and when he decided to go to the University of Calgary, he of course took courses related to being a doctor.

Josh & his wife always liked movies, especially romantic ones. They prefer going out to movies as a way to leave their busy life for some time and relax. They're usually are very busy and doesn't have time watch all the movies they want to see in the theatres, they choose what they want to watch carefully.

So, before they go to a movie, they like to check out a movie review, so they won't waste their valuable time and money. So, this app will help Josh a lot.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Neat	Organized
Independent	Team Player
Passive	Active
Solo	Relay



Emily Strass
Film Student

- .18
- .Film Student
- .Has a family
- .Toronto, ON
- .Loves Movies

Goals

- .To become a film director
- .Graduate film school
- .Start making own films
- .To finish writing a feature film script

Interests

- .Always had interest in leather things
- .She loves technology like apps
- .Hanging out with friends & family
- .Writing stories
- .Enjoy going to movies

Pain Points

- .Needing to tell other about movies
- .Doesn't have lot of time
- .Hate to rely on others

Biography

Her name is Emily Strass from Toronto. She just graduated from high school and about to start her new journey in film school. She loved watching movies since she was a kid and slowly that turned into interest for her.

She loves watching all types of films, especially horror. Whenever she test movies, she always enjoys movies deeply like the actor's performance, film direction and such. She loves to talk to more people about it, but unfortunately, people around her, doesn't want to hear the stories. So she turned to online reviews, where instead of having review like others, she would be writing reviews for others to read.

And this will help someone like her who wants to leave reviews of their favorite films and for others to read.

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Target Audience


Target Audience

- Movie Lovers
- Young Adults 18 - 25 age
- Busy people (who like to read reviews before going to a movie)
- Review writers (Who likes to write about movies)



Style Tile

Logo



Typography

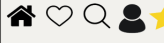
Aa — Aa —

H1 - Main Heading
Bookman old Style
21px

H2 - Sub-Heading
Bookman old Style
16px

This is just a sample text to show how the text will look with 21px font size. White will be used a primary colour for the texts.

Iconography



Buttons & Hyperlinks

Button — Button

Link Text — Link Text

Colour

Primary Background #070404

Secondary Color #F47456

Text Highlight #F47456

Text Color #FFFFFF

Imagery

