

SPORTS FAN Akshay DEMOGRAPHICS: Age 29 Years Mumbai Marketing Manager Married Income:15 L			
NEEDS	WANTS	CHALLENGES	
<ul style="list-style-type: none"> -Access to live sports events and match highlights across various sports leagues -A wide range of sports content in different languages and genres -A seamless user experience and high-quality streaming for sports content -Ability to view sports content on multiple devices 	<ul style="list-style-type: none"> -Personalized content recommendations based on their viewing history and preferences -Access to exclusive sports content and features not available in lower-tier subscription plans -A trial period or money-back guarantee to try out the platform before committing to a subscription -Access to sports-related news and analysis 	<ul style="list-style-type: none"> -Limited availability of live sports events and match highlights in their preferred language or region -Difficulty finding and discovering new and relevant sports content on the platform -Technical issues or glitches with the platform's user interface or streaming quality -Difficulty choosing the right subscription plan that meets their needs and budget 	
Movie & TV Show Enthusiast: Priya DEMOGRAPHICS: Age 32 Years Bangalore IT Professional Married Income:20 L			
NEEDS	WANTS	CHALLENGES	
<ul style="list-style-type: none"> -Access to a wide range of popular movies and TV shows across different genres and languages -Personalized content recommendations based on their viewing history and preferences -A seamless user experience and high-quality streaming for movies and TV shows -Ability to view movies and TV shows on multiple devices 	<ul style="list-style-type: none"> -Access to exclusive movies and TV shows not available in lower-tier subscription plans -A trial period or money-back guarantee to try out the platform before committing to a subscription -Ability to download movies and TV shows for offline viewing -Access to content related to cooking and gardening 	<ul style="list-style-type: none"> -Limited availability of certain movies and TV shows in their preferred language or region -Difficulty finding and discovering new and relevant movies and TV shows on the platform -Technical issues or glitches with the platform's user interface or streaming quality -Difficulty choosing the right subscription plan that meets their needs and budget 	