

Personas:

Sabin Rai - Musician

Sabin Rai is a 34 year old famous musician who is passionate about watching movies in his free time with his family which includes his wife and two kids. Sabin has a curious, enthusiastic personality and values time efficiency. He is not a tech geek so does not like browsing online to search for movies on his browser, where he usually spends a lot of time. He seeks for a quick and enjoyable browsing experience for movies where he can find all types of movies based on various genres and top trending movies for easier access and navigation. He is always on the go and prefers not to create an account or associate any personal information just to look at trailers or navigate movies and does not like any ads that play on the website.

Sabin usually spends his most of the time planning for his next music, concert planning in various countries as well as connecting with various artists for his collaborations as well as to keep the professional and personal connections. He is usually free in the evening which is when he admires watching movies with his family to spend quality time with them. He loves browsing during his free time during the day for entertainment options online, particularly finding good movie trailers and clips to keep up with the best movies.

The goal is for Sabin to browse and preview trailers quickly to find interesting movies that are easily accessible without having to put login credentials unless he wants to leave any review. This will allow him to stream the trailers in a user friendly interface for a quick and convenient experience. During Monday, Sabin browses through Sphere movies after work and to check a few trailers without having to create an account and appreciates easy navigation without any interruption. Thus with all these features implemented, this will add a real value to his experience.

Persona 2:

Jen Bracey - Software Developer

Jen is a 27 yrs old software engineer living in Toronto, also happens to be a movie enthusiast. She lives alone in her 1 bedroom apartment and travels about an hour on public transit everyday for work in downtown Toronto. She is introverted and does not like to go out alot thus on weekends and after work, she enjoys watching movies and tv- series to keep her entertained. Her interest lies in analysing films, from storyline and cinematography to various genre styles and acting. She always leaves reviews on the movie after watching it to leave some insights from her experience to recommend others or not.

Her day to day life involves long hours in the computer, usually fixing bugs and working on new features to improve the enhancement of existing software. She attends long meetings as well as collaborates with her co-workers. During her break, she likes to browse for movie trailers or check out newly released movies to find her interest in order to save for later. Jen

prefers websites that remembers her preferences and provides recommendations based on chosen genre or watch history.

Jen usually reads people's reviews after watching a trailer for a movie that she gets interested in, which allows more insights on the movie whether she should spend her valuable time watching it or not. She always likes to discover hidden cinematic gems that are usually underrated based on the acting and the storyline. She dislikes websites that have too many ads that make it harder for her to navigate and values platforms that make it easy to watch trailers and leave reviews. Her main challenge is finding a platform that has specific content to her taste without an excessive amount of ads and user friendly UX design.

Persona 3:

Anthony Frank - Professional Movie Critic

Anthony Frank is a 45 year old professional movie critic who writes established magazines and uses advanced industry tools for film analysis and critique. He focuses on the in depth dissection of movie theme, direction and production detail, a very highly analytical person on his reviews. He gets early access to screenings and press materials that are far beyond public trailers and reviews.

Since he wants more information than just trailers and reviews, a website like Sphere will serve little purpose to him, since he is heavily involved in a professional critique environment. His daily routine involves attending industry events, private screenings and meeting deadlines for his critique for various magazines. He spends most of his time on researching films that he reviews, digs into its backstory, production and directional approach. His work involves complex reviews that goes into in depth about complex components of movies that the general audience will not be that interested in, unlike quick summaries or casual opinions.

This sphere movie would provide little value since it is focused on public trailers and general user reviews rather than exclusive resources. All the reviews and trailers would be there after the movie released which would not be useful for Anthony frank. While Sphere Movie provides a user friendly environment for casual users but it lacks the specialised content and resources that Anthony's work demands.