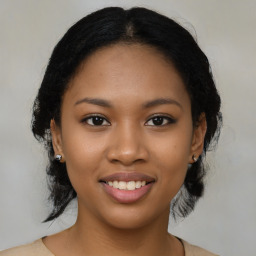
**ChatGPT prompt**

Can you create 4 personas who would use my app and create a detalied description of them including demographic details, personality traits and context-specific infornation, they need to be diverse in age, skill, interests etc.

**Persona 1: Emma - The Aspiring Young Critic**



**Demographics**

* **Age**: 19
* **Gender**: Female
* **Occupation**: University student, Film Studies major
* **Location**: New York City, USA
* **Income Level**: Low (student, part-time job)
* **Technical Skill**: High (familiar with blogging platforms, video editing for school projects, social media)

**Personality Traits**

* **Passionate**: Engages deeply with film as a medium for storytelling and social commentary.
* **Curious**: Always looking for new perspectives and interpretations, especially on indie and classic films.
* **Expressive**: Enjoys articulating her thoughts through detailed reviews and ratings.
* **Open-minded**: Values different opinions and ideas on movies, even if they challenge her own views.

**Context-Specific Information**  
Emma uses the app to expand her knowledge of film genres and styles, building her portfolio through thoughtful reviews. She appreciates features that allow her to dive into a film’s background, genre, and user ratings for context as she crafts her reviews. Emma also relies on the app’s filtering tools to explore films by genre and era and is particularly drawn to the blog section where she can read curated, high-quality reviews from other film experts. For Emma, the app is both a learning resource and a space to publish her work to start establishing herself in the field.

**Persona 2: Tom - The Busy Parent and Casual Viewer**



**Demographics**

* **Age**: 42
* **Gender**: Male
* **Occupation**: Marketing Manager
* **Location**: Manchester, UK
* **Income Level**: Mid-level, stable
* **Technical Skill**: Moderate (comfortable with simple apps, prefers straightforward navigation)

**Personality Traits**

* **Family-Oriented**: Prioritizes spending quality time with his family, especially watching films together.
* **Pragmatic**: Values convenience and simplicity over elaborate details.
* **Relaxed**: Doesn’t have specific preferences in genre but seeks enjoyable, low-stress entertainment.
* **Curious**: Occasionally enjoys exploring new releases if they’re recommended.

**Context-Specific Information**  
Tom is looking for an app that quickly recommends family-friendly movies without the need to sift through too many options. He appreciates a “watchlist” feature where he can save recommended movies for future weekends with his kids, ensuring he always has something suitable lined up. Tom also benefits from filters that help him sort movies by genre, ratings, and family-friendliness. For him, the app is a convenient tool to streamline family movie night planning, saving him time while delivering enjoyable content the whole family can watch together.

**Persona 3: Mei - The Independent Filmmaker and Film Buff**



**Demographics**

* **Age**: 32
* **Gender**: Female
* **Occupation**: Indie Filmmaker and Producer
* **Location**: Seoul, South Korea
* **Income Level**: Mid-level (variable income depending on projects)
* **Technical Skill**: High (comfortable with media creation and digital content tools)

**Personality Traits**

* **Creative**: Driven by storytelling and artistic expression, especially through film.
* **Analytical**: Enjoys examining technical and thematic film aspects.
* **Curious**: Has a deep interest in global cinema and diverse cultural perspectives.
* **Ambitious**: Focused on elevating independent Asian cinema and exploring unique narratives.

**Context-Specific Information**  
Mei uses the app to stay informed about new releases and global film trends that could inspire her projects. She values features that let her filter movies by genre, style, and popularity, and enjoys reading in-depth blog articles that connect current releases to thematic and technical innovations in cinema. The app’s CMS-managed blog is a big draw for Mei, as she can use it to write her own critiques or industry insights, adding depth to her creative exploration. For Mei, the app serves as a professional resource for discovery and insight, a tool to keep her in touch with evolving industry standards and artistic innovations.

**Persona 4: George - The Retired Film Historian**



**Demographics**

* **Age**: 67
* **Gender**: Male
* **Occupation**: Retired Professor of Film History
* **Location**: Vancouver, Canada
* **Income Level**: Moderate (retirement savings)
* **Technical Skill**: Moderate to low (can browse and read articles, prefers simpler interfaces)

**Personality Traits**

* **Intellectual**: Enjoys analyzing films in historical and thematic contexts.
* **Patient**: Prefers to spend time understanding film details rather than skimming.
* **Traditionalist**: Values classic cinema and enjoys connecting past filmmaking techniques with the present.
* **Reflective**: Considers how cinema impacts culture and society over time.

**Context-Specific Information**  
George relies on the app as a source of curated content to help him discover movies that pay homage to classic cinema or are historically significant. He appreciates features that provide contextual information about a film’s background, genre, and influences, as he’s more interested in learning about films than participating in discussions. The blog feature, where he can read long-form articles on classic cinema and retrospectives, is especially appealing to him. George also benefits from saved lists, where he can bookmark films or articles for later reading. For George, the app is a source of enrichment, helping him stay connected to his passion for film history without the need for complex social interaction.

**Information Architecture**

Movies

* Sort
* Filter by Genre
* Filter by Rating
* Filter by Release year
* Filter by User rating

Tv shows

* Sort
* Filter by Genre
* Filter by Rating
* Filter by Release year
* Filter by User rating

Blog

* Reviews
* Announcements
* Interviews

Account

* Profile information
* Watchlist
* My reviews
* Settings

About us

* Information
* Contact

Slika na kojoj se prikazuje tekst, snimka zaslona, dijagram, Font

Opis je automatski generiran