

## USER PERSONA 2:

- **Name:** Karan Malhotra
- **Age:** 27
- **Gender:** Male
- **Location:** Mumbai, India
- **Occupation:** Junior Cloud Engineer
- **Device:** iPhone 14
- **OTT Usage:** Daily — mostly alone, while commuting
- **Genres Loved:** Action, Horror, Thriller
- **Apple TV Usage:** Former user; left due to lack of content
- **Comfort with Features:**

Karan is curious about new features if they're trending or recommended. He heard about haptics from a colleague and enjoyed the F1 trailer experience. He sometimes changes settings but doesn't explore deeply.
- **Reaction to Haptics:**

He's interested in haptics if the sync is tight and the impact is real. Likes high intensity for action scenes, and subtle pulses for horror. Haptics + Spatial Audio = exciting experience for him.
- **What He'll Love:**
  1. Realistic action immersion (e.g. gunshots, crashes)
  2. Horror scenes enhanced with subtle haptic tension
  3. Better retention during slow scenes
- **What He Might Dislike:**
  1. **Battery drain during commute** — doesn't want phone to die before work
  2. **Lag or syncing issues** — will frustrate him quickly
  3. **App crashes or UI freeze** — breaks flow and feels sloppy
- **Frustrations:**
  1. Network issues while traveling
  2. Video buffering in metro/train zones
  3. Dislikes charging frequently with power bank and wires
- **Favourite Content:**
  1. Avengers: endgame, Final Destination, War, Ek Tha Tiger, Mirzapur.