

## USER PERSONA 1

- **Name:** Aisha Gupta
- **Age:** 22
- **Gender:** Female
- **Location:** Bangalore, India
- **Occupation:** IT Associate
- **Device:** iPhone 15
- **OTT Usage:** Watches every weekend, mostly alone — during evenings, sometimes afternoon or late night
- **Genres Loved:** Thriller, Rom-Com, Sci-Fi, Sports (F1 & Cricket)
- **Apple TV Usage:** Watched once — F1 trailer with haptics

### Comfort with Features:

Aisha loves exploring new features. She often tweaks phone settings to match her preferences. She has used Dynamic Island, Spatial Audio, and even experiments with Apple's smart utilities (like calculator in Notes).

### Reaction to Haptics:

She's excited about the haptics feature. After watching the F1 trailer, she found it immersive and fun. She prefers medium or high intensity but will switch to medium if it's too strong.

### What She'll Love:

- Better immersion — helps her stay focused on the film
- Feels more “inside” the movie with layered sensory input
- Likes tech that enhances her weekend movie experience

### What She Might Dislike:

- **Battery drain** — she doesn't like charging more than twice a day
- **Desync issues** — if audio/dialogue and haptics don't match
- **Lag/UI crashes** — will ruin her experience and switch to laptop

### Frustrations:

- Distractions from notifications/calls
- Holding phone for long durations — prefers hands-free
- Limited screen real estate compared to iPad/laptop

### Favourite Content:

- *Interstellar*, *Emily in Paris*, *YOU (Netflix)*, F1 races, cricket documentaries.