Prime Video Personas

By: Isabella Cortez

Persona: Harold Thompson

- **Age:** 72
- **Location:** Suburban Ohio
- **Technology Comfort Level:** Moderate (uses email, browses the web, watches streaming content, but struggles with UI complexities)
- **Devices Used for Streaming:** Smart TV, Tablet
- **Streaming Habits:** Watches classic films, documentaries, and family-friendly movies with grandkids

Background & Behavior:

Harold is a retired school teacher who enjoys unwinding with a good movie in the evenings. He primarily watches free content included with his Amazon Prime subscription but occasionally gets frustrated navigating the interface. Unlike younger users, he doesn't instinctively recognize certain UI elements and often finds the experience cluttered.

Quotes:

🗣 *"I thought this movie was free! Why did they charge me?"*
🗣 *"They need to make it clearer which movies are included—I'm tired of clicking on something just to find out I have to pay."*
🗣 *"I miss the days when you just turned on the TV, and your shows were there."*

Pain Points:

- **Accidental Purchases:** Harold has unknowingly purchased movies several times, thinking they were included with Prime. The "locked" icon is too subtle, and he doesn't always notice the price before clicking.
- **Confusing Content Labels:** He struggles to distinguish between free and paid content, as rental options are mixed in with included movies.
- **Overwhelming Ads & Upsells:** Harold finds the push for additional purchases annoying and misleading. He sometimes gives up searching for a movie because of too many purchase options.
- **Clunky Navigation:** While Harold can eventually find what he wants, he finds the layout cluttered compared to Netflix, which his grandchildren prefer.

Goals & Needs:

✅ A clearer distinction between free and paid content
✅ A simple confirmation step before making a purchase
✅ Less intrusive upselling when browsing
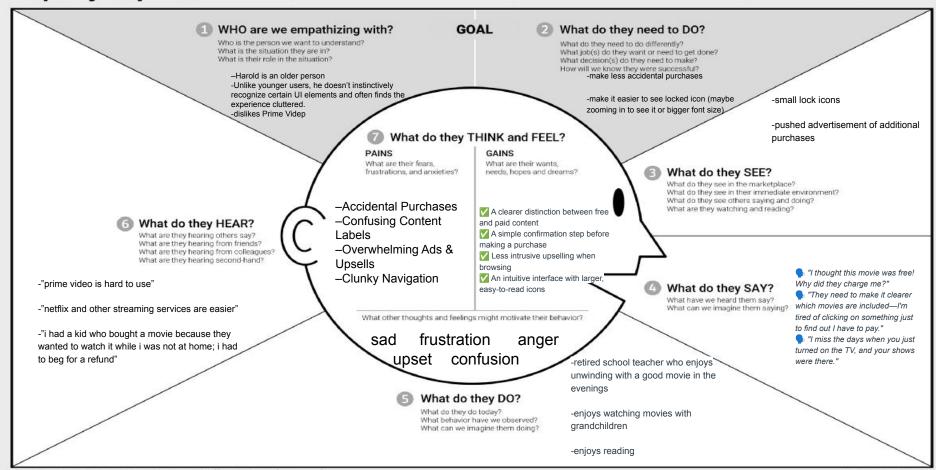✅ An intuitive interface with larger, easy-to-read icons

Empathy Map Canvas

Designed for: **Harold Thompson**
Designed by: **Isabella Cortez**
Date: 02/12/2025
Version:

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

–Harold is an older person
-Unlike younger users, he doesn't instinctively recognize certain UI elements and often finds the experience cluttered.
-dislikes Prime Videp

GOAL

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

-make less accidental purchases

-make it easier to see locked icon (maybe zooming in to see it or bigger font size)

-small lock icons

-pushed advertisement of additional purchases

7 What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

–Accidental Purchases
–Confusing Content Labels
–Overwhelming Ads & Upsells
–Clunky Navigation

GAINS
What are their wants, needs, hopes and dreams?

✅ A clearer distinction between free and paid content
✅ A simple confirmation step before making a purchase
✅ Less intrusive upselling when browsing
✅ An intuitive interface with larger, easy-to-read icons

What other thoughts and feelings might motivate their behavior?

sad   frustration   anger
upset   confusion

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

-"prime video is hard to use"

-"netflix and other streaming services are easier"

-"i had a kid who bought a movie because they wanted to watch it while i was not at home; i had to beg for a refund"

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

🗨 "I thought this movie was free! Why did they charge me?"
🗨 "They need to make it clearer which movies are included—I'm tired of clicking on something just to find out I have to pay."
🗨 "I miss the days when you just turned on the TV, and your shows were there."

-retired school teacher who enjoys unwinding with a good movie in the evenings

-enjoys watching movies with grandchildren

-enjoys reading

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Persona: Riley and Jamie Thompson

Demographics:

- Ages: 27 and 29
- Occupation: Graphic designer and software engineer
- Location: Suburban city, USA
- Streaming Enthusiasts

Background:

Riley and Jamie are a young, tech-savvy couple who enjoy winding down in the evenings with a good movie. They have subscriptions to multiple streaming services, including Prime Video, Netflix, and Disney+. Both partners value quality content discovery but often find themselves frustrated with Prime Video's user experience.

Quotes:

- "Why is there a scary movie where the family is getting haunted under *Family Fun*? That's not what I had in mind."
- "I just want to see what's available without extra charges upfront."
- "I avoid browsing on Prime unless I know exactly what I want to watch."

Goals & Motivations:

- Discover family-friendly or lighthearted movies quickly without confusion
- Avoid wasting time sifting through unrelated content
- Experience straightforward browsing with clearly labeled categories

Pain Points:

1. **Confusing Category Naming:** Riley recalls encountering a horror movie mistakenly categorized in the "Family Fun" section simply because the cover showed a family. This led them to feel Prime Video's genre groupings were unreliable.
2. **Repetitive Content Sections:** Jamie found titles in categories like "Top 10 in the US" and "Top Trending in the US" confusing, as they often overlapped.
3. **Misleading Content Representation:** They frequently came across locked or paid content mixed with subscription-included titles, adding to their frustration.
4. **Over-Advertisements:** The platform often promotes purchasable content, making browsing disruptive.

Needs:

- Clear and accurate content labeling
- Simplified content sections without redundant titles
- Filtering options that clearly distinguish free content from purchasable options
- Better communication regarding movie genres

Empathy Map Canvas

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

–younger couple
-tech savvy
-dislike Prime Video

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

Discover family-friendly or lighthearted movies quickly without confusion

Avoid wasting time sifting through unrelated content

Experience straightforward browsing with clearly labeled categories

-confusing category names
-over advertisement of additional purchases to make

7 What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

-Confusing Category Naming

-Repetitive Content Sections

-Misleading Content Representation

-Over-Advertisements

GAINS
What are their wants, needs, hopes and dreams?

-Clear and accurate content labeling

-Simplified content sections without redundant titles

-Filtering options that clearly distinguish free content from purchasable options

-Better communication regarding movie genres

What other thoughts and feelings might motivate their behavior?

frustration   confusion

upset   sad

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

-"prime video needs to be organized better"

-"other streaming services such as Netflix, Hulu, and Max are better"

-"the UI for Prime Video could be improved for example the locked icons are tiny and undistinguishable"

-"the content sections are confusing"

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

"Why is there a scary movie where the family is getting haunted under *Family Fun*? That's not what I had in mind."

"I just want to see what's available without extra charges upfront."

"I avoid browsing on Prime unless I know exactly what I want to watch."

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

-Graphic designer and software engineer

-enjoy winding down and watching light hearted comedies together

Persona: Daniel (the Family Movie Night Dad)

Demographics:

- Age: 38
- Occupation: IT Project Manager
- Family: Married with two kids (ages 6 and 10)
- Location: Suburban neighborhood

Behavior Patterns:

- Prefers seamless platforms like Netflix where free content is clear and easy to access.
- Tries to set parental controls to prevent kids from stumbling on paid content.
- Considers switching services but remains on Prime due to his general Amazon subscription.

Motivations:

- Spend quality time with his kids without distractions or frustrations.
- Maximize value from subscriptions by focusing on truly free content.
- Keep family viewing experiences lighthearted and smooth.

Technology Usage:

- Prime Video on a Smart TV and sometimes on a tablet.
- Occasionally uses the computer to browse shows but finds it cumbersome due to the merchandising distractions.

Goals:

- Find wholesome, entertaining movies for family movie nights.
- Keep movie selections simple and frustration-free.
- Avoid unnecessary costs or purchasing accidental content.

Frustrations:

- **Over-advertisement on Prime Video:** He dislikes how "locked" or premium content is pushed between or alongside free movie options, which confuses and disrupts browsing.
- **Cluttered browsing experience:** It takes too long to find free content without being interrupted by prompts to buy or rent movies.
- **Accidental purchases:** He once clicked on a movie thinking it was free but was unexpectedly charged $3.99.

Empathy Map Canvas

-Prefers seamless platforms like Netflix where free content is clear and easy to access.

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

-Considers switching services but remains on Prime due to his general Amazon subscription.

-Dad with two younger kids; has technical experience

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

-Keep family viewing experiences lighthearted and smooth

-Spend quality time with his kids without distractions or frustrations.

-Maximize value from subscriptions by focusing on truly free content..

-too many advertisements for additional purchases

-confusing content sections

7 What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes and dreams?

-Over-advertisement on Prime Video

-Cluttered browsing experience

-Accidental purchases

-Find wholesome, entertaining movies for family movie nights.

-Keep movie selections simple and frustration-free.

-Avoid unnecessary costs or purchasing accidental content.

What other thoughts and feelings might motivate their behavior?

frustration   confusion
upset   sad   anger

3 What do they SEE?

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What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

-"My kid accidentally bought a movie on Prime while I was taking a nap"

-"Prime Video always has content to pay for mixed in with free content"

-"The content naming conventions for Prime Video are weird"

-"The locked icons are too tiny and undistinguishable"

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

"Why is Prime always pushing me to purchase content?"
"Why is there paid content mixed among the free content"
"Is there a way I can see just my free content through Prime and the add-on subscriptions I did buy and nothing else?"

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

-IT Project Manager
-Tries to set parental controls to prevent kids from stumbling on paid content.