

Storyboard

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Persona: Daniel (the Family Movie Night Dad)

Demographics:

- Age: 38
- Occupation: IT Project Manager
- Family: Married with three kids
- 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:

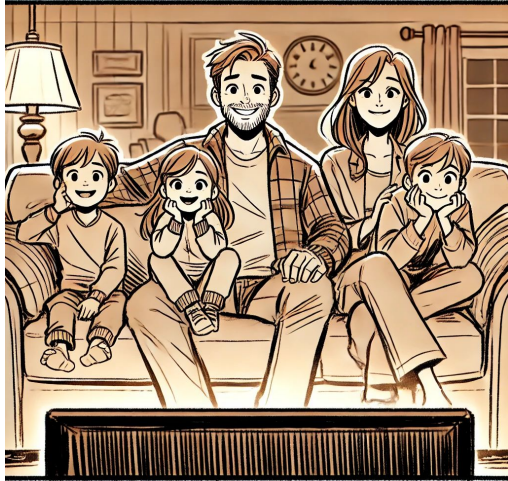
- Find wholesome, entertaining movies for family movie nights.
- Keep movie selections simple and frustration-free.
- Avoid unnecessary costs or purchasing accidental content.

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.

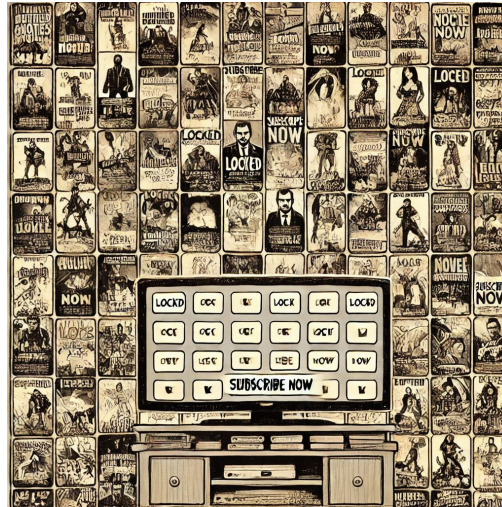


Daniel's Usage of Prime Video Storyboard



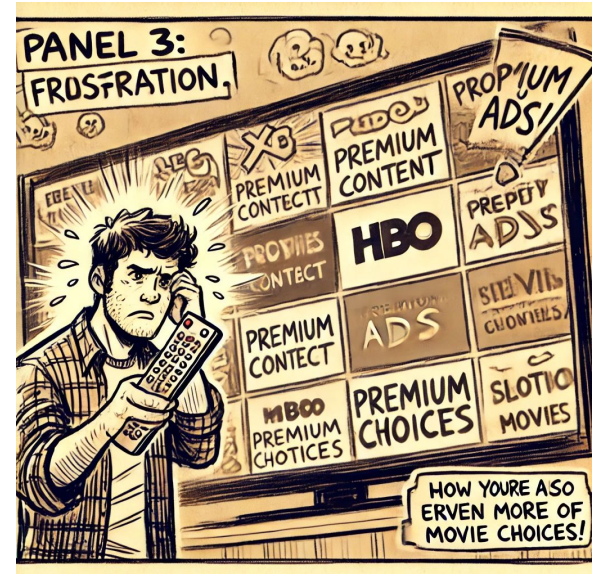
Panel 1: Excitement

The family gathers together, excited to watch a movie, with everyone smiling and looking at the TV.



Panel 2: Clutter

The TV screen is filled with cluttered and confusing movie posters, many locked or requiring a subscription.



Panel 3: Frustration

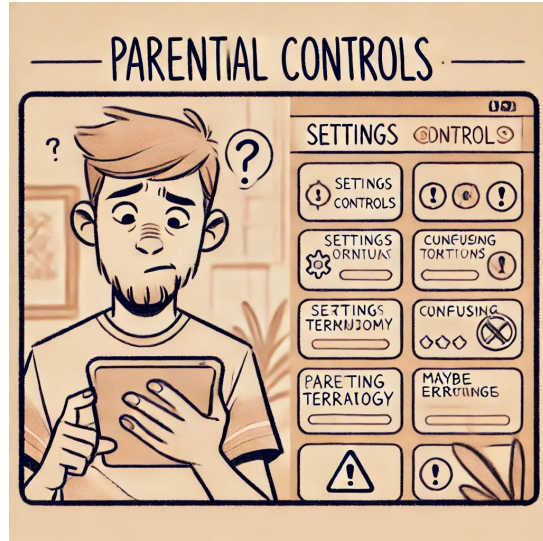
Daniel holds the remote, feeling overwhelmed as pop-up ads obscure the movie choices.

Daniel's Usage of Prime Video Storyboard



Panel 4: Accidental Purchase

Daniel is surprised and frustrated as a red banner on the TV confirms a movie rental for \$3.99.



Panel 5: Parental Controls

Daniel, looking confused, navigates the parental controls on his tablet, with a menu full of confusing options.



Panel 6: Consider Switching

Daniel, looking thoughtful, considers switching services while holding his tablet and looking at a comparison chart.

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Panel 7: Determination

Daniel decides not to cancel his subscription. He stands up with determination and, points at the TV where a free movie is highlighted, with the family watching eagerly.



Panel 8: Success

The whole family is happily watching the movie together, enjoying the free film on the TV screen.