

“Where can I find movies trailers?”



Lim

Age: 68

Education: Highschool

Hometown: Kedah, Malaysia

Family: Wife and 2 children

Occupation: Retired

Goals

- A simple trailer browsing application with clear guidance of use.
- Large font-size and higher color contrast.

Frustrations

- Did not know where to find movies trailer.
- Video player's button are too small.

Lim is a movie lover who used to find movies he wants to watch from newspaper. Recently, he just switched to using technology but he has no idea of where to find movies trailers. In addition, He has presbyopia and could not stare at phone screen for a long time.



Ben

Age: 20

Education: Degree

Hometown: Kuala Lumpur, Malaysia

Family: Parents and 2 siblings

Occupation: Student

"I want to avoid boring movies and I wish I could find impressive movies easily."

Goals

- Have quick preview of new movie's trailer
- Receives updates on any new movies of his favourite genres.

Frustrations

- Not able to filter on showing movies by genres.
- Not able to bookmark movies that he found interesting after watching the trailer.

Ben likes to keep updated of the most recent movies. Frustrated by the theater in his area that does not include trailer in their ticket booking application, Ben wants an application that's able to display quick preview of all movies trailer, skipping trailers he's not interested as well as bookmarking movies he'd like to watch in theater.