Personas

CAMS Student

Name	Derek Wills
Descriptor	CAMS major at Carleton
Quote	I am working on a class project where I analyze generational trends of popular movies (genres, actors, directors). Oscar winners and nominees are a good metric of high-quality popular movies, so I'm mainly working with those.

Demographics	Student, young, academics/research
Goals	Find interesting trends about genres, actors, and directors in popular film by generation.
Attitude	He likes movies, but above all he wants to get this project done efficiently.

Behavior	He skims websites to quickly extract interesting and relevant information. If he doesn't find anything engaging (visually stimulating, cool facts)soon after entering a site, he will probably move on.

Director

Name	Steven Spielberg	
Descriptor	Director looking for potential award-winning stars	
Quote	I want to add some major Oscar awards to my already illustrious career and to do that, I need the top actors and actresses for my film.	

Demographics	Celebrity, Director, early 60s, Los Angeles
Goals	Wants to direct a film that will create buzz on the awards scene and win some major Oscars like Best Director and Best Actor/Actress

Attitude	Wants to work with an established star who has chalked up a sizable amount of Oscar wins and nominations. Has enough resources to hire any star of their choosing and will do so once that star has been identified.
Behavior	As a busy celebrity, this director is probably someone who cannot afford to spend a lot of time on one website and so needs their information delivered fast. However, as someone who is middle aged or even beyond middle age, they are not looking to blitz through webpages. Instead, they desire perceivable, accessible and operable websites that are intuitive to read and use and that deliver the information they're looking for upfront.

Studio Executive

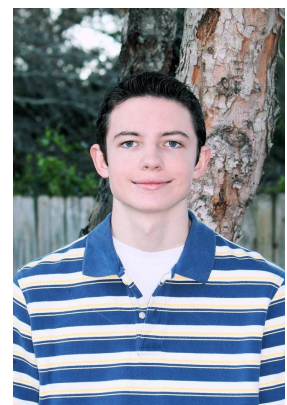| Name	Bob Iger	
Descriptor	Top-level studio executive looking to make the next Best Picture winning film.	
Quote	It's time I became relevant again. I am looking for the next hotshot movie project that has a high chance of landing a major Oscar, hopefully Best Actress.	

Demographics	Celebrity, Top-level studio executive, early 50s, Los Angeles

Goals	Wants to win the next Best Picture award and boost their studio's portfolio
Attitude	Determined to win the Best Picture award next year and will do whatever is necessary to hire talent in the directing, acting, cinematography and screenplay categories.
Behavior	As a busy celebrity, they are probably someone who does not spend a lot of time on one website and so needs their information delivered fast. As they are looking to assemble talent for all film departments, they need specific analytics for each award category and will browse through the different webpages to collect the necessary information. To ease their browsing requirements, they would prefer it if webpages and graphs were consistently laid out and analysis conclusions were easy to read and understand.

Movie fan (general audience)

Name	Sammy Parker	
Descriptor	Movie superfan, high school kid from Wisconsin	
Quote	I LOVE watching movies. It's my favorite hobby. I like to watch movies that have good ratings but are also popular, so I can talk about them with my friends. I look at recent Oscar winners to choose which movies I want to see next.	

Demographics	Young, watches movies in leisure time
Goals	Find what movies are popular and good.
Attitude	Excited to watch movies, interested to find new ones.
Behavior	Looks on the website to find very recent Oscar winners (within the past few years) that are in his favorite genres and look interesting. Doesn't spend too much time on this.

Actress

Name	Anne Hathaway
Descriptor	Actress looking for potential award-winning projects

Quote	It's time I became relevant again. I am looking for the next hotshot movie project that has a high chance of landing a major Oscar, hopefully Best Actress.

Demographics	Celebrity, Actress, early 30s, Los Angeles
Goals	Wants to win the next Best Actress award and boost her market value
Attitude	Determined to win a major award next year and will do the research necessary to get a big picture understanding of the types of films that tend to win a major Oscar
Behavior	As a busy celebrity, she is probably someone who does not spend a lot of time on one website and so needs her information delivered fast. She is a fast scanner of webpages and will make decisions on facts when choosing a project to star in. Thus, she prefers consistency in layout and style for each webpage to support her fast scanning speed.