



## Gabriel "Gabbo" García

Gabriel attends to the high school. He loves football and is a fanatic of videogames and their entire environment. He usually comments the actual series and videos with his friends, following this contents more for the passion of commenting them with his mates than for real love to this kind of videos.

### Goals

Keep up with the latest series and videos to be able to comment them with the other people. He also actively participates in the comments of any video he watches.

### Background

As a millennial, he was born in the tech. generation, so he has been involved in technology and knows perfectly how to use it. He owns a smartphone and uses it all day, because he does not have a personal computer.

### Tasks

- Comment in videos.
- Follow the people he wants.
- Feedback in videos.
- Share with friends.

# Manuel “Gallego” Guillén



He is almost finishing his studies in economics and business administration. He loves sports, having fun with his friends, going to parties and enjoying life, always reserving time for a nap.

## Goals

He simply wants to consume the content he is interested in without troubles. He is only interested in sports, music and funny videos, remaining content does not matter.

## Background

Manuel consumes multimedia content mainly in the tablet or computer, leaving the smartphone only for social interaction.

## Tasks

- Easy video playing.
- Share videos online.

## Apple "Ilitri" Summer

She works as web administrator in a forum dedicated to any kind of topics, grouped by categories. She usually remains at home with her boyfriend, being an example of the "Netflix and Chill" lifestyle and also plays online videogames, being an authentic fangirl and following them also in online streaming platforms.

### Goals

She wants to be updated of every content related with any series and videogame she likes, and be able to provide support to the content creators.

### Background

Apple uses lots of devices due to her job. She is a hardcore user of the PC, smartphone, tablet and any accessory she can plug in.

### Tasks

- Good streaming performance.
- Feedback to creators and donations.
- Download content to watch it whenever she wants to.

