



"I got to finish a season this week."

**Name:** Bob  
**Age:** 18-24  
**Work:** Student  
**Location:** Toronto, Ontario, Canada

Personality



Goals

- To watch as many TV shows as possible with their free time.
- Interact with friends and discuss the episode/season they just watched.
- Keep track of their TV shows in an organized and friendly manner.

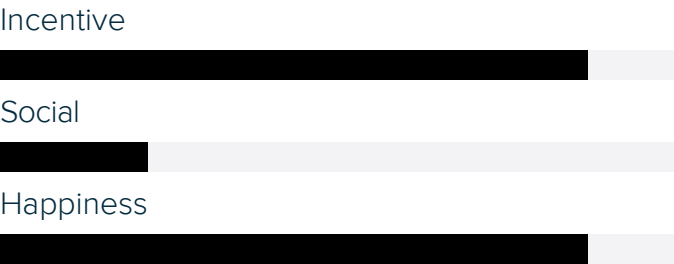
Frustrations

- Finds it difficult to keep track of all the shows they have watched.
- Has tried several apps but does not find them user-friendly.

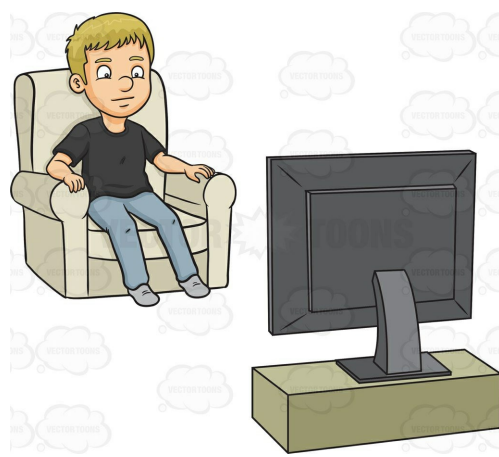
Bio

Bob is 20 years old and a university student currently studying Computer Science at the University of Toronto. He is working a job at Cineplex and is very passionate about several forms of visual media, such as shows and movies. However, Bob is somewhat of an introvert because whenever he speaks it is usually regarding a TV show. Currently watching TV for about 20-30 hours of his week, Bob needs a way to keep track of all this media. Having tried several apps he does not find them user-friendly, having information regarding shows all over the place.

Motivation



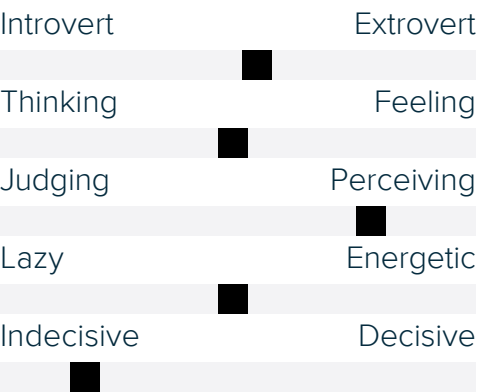
Preferred Channels



"What episode will I watch today?"

**Name:** Dave  
**Age:** 10-24  
**Work:** Student  
**Location:** Toronto, Ontario, Canada

Personality



Goals

- To be included in TV discussions amongst friends and family.
- Develop a passion for watching TV.

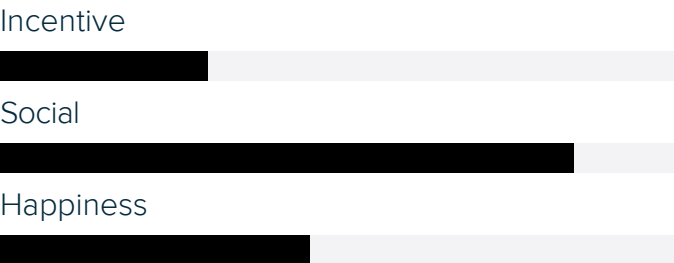
Frustration

- Wishes to begin watching TV shows of interest but cannot seem to decide where to start with all the networks and shows available.

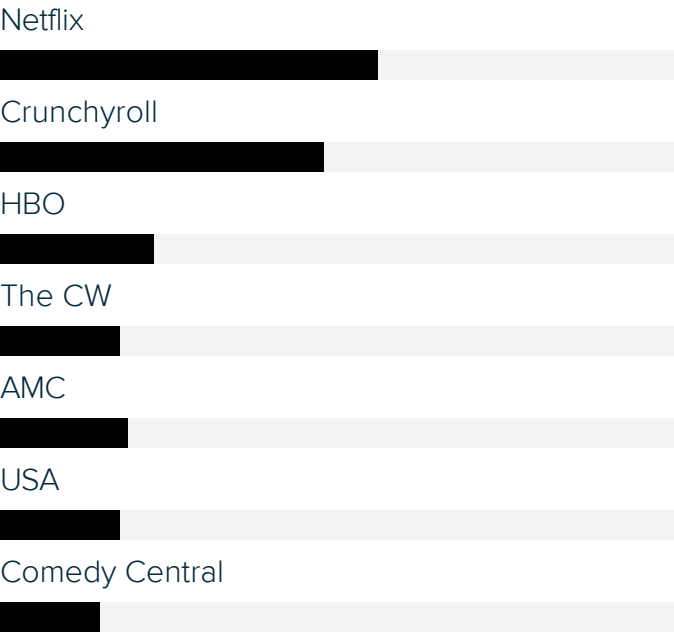
Bio

Dave is 17 years old and a highschool student applying to the university of his choice. He is working a job at his local American Eagle and enjoys conversing with all kinds of people. However, he finds that his friends and family are consistently talking about the newest episode of their favourite show, and he cannot help but feel left out. He has started watching TV for about 5 hours of his week; however, he feels that he is not watching enough and cannot find a platform that allows him to easily preview a shows description, rating, and reviews to see if the show will interest him.

Motivation



Preferred Channels



"I don't like this show."

**Name:** Jake  
**Age:** 25-60  
**Work:** Business/Working Class Profession  
**Location:** Toronto, Ontario, Canada

Personality



Goals

- To critique TV for the general public and express their opinion on the most recent episode/season.
- Impact whether a given TV show will continue to air or not.

Frustrations

- Cannot find a platform where their reviews and ratings are easily available to the public.
- Difficulty finding an organized set of networks and shows, has to scam through several pages to find what they are looking for.

Bio

Jake is 30 years old and works at IBM as a technical specialist. Being an individual that converses with strangers on a daily basis, he wishes to impact their lives in other ways than technical advice. On the side Jake manages his own blog where he reviews and rates the latest episode/season of his favourite shows. However, he finds that his blog does not receive enough visitors and would like to find a platform that the general public uses, and can easily see his reviews and ratings.

Motivation



Preferred Channels

