

RACHEL

International Entertainment
Studies at USC

PROFILE

Age

20

Date of Birth

February 5, 2000

Location

Los Angeles

Occupation

2nd year student majoring in
international Entertainment
studies at USC



HER STORY

Rachel is a second year student majoring in International Entertainment studies at USC. Although she has been a long fan of Korean entertainment and culture, she was too busy to consistently stay on top of the latest news. Her classes focuses on studying the latest popularity and interest of Korean entertainment (BTS, Parasite). As she prepares for her final project in this class, she has decided to utilize the platform as her main resource.

MOTIVATION/GOALS

- She would like to search for the specific content she wants using keywords.
- She would want to follow news on specific keywords or tags without having to search for them every time
- She wants to be recommended new songs!

CHALLENGES/FRUSTRATIONS

- The search bar doesn't have a drop down menu of recommended or most popular searches.
- There is no way to save a keyword that she follows up on daily.
- Hard to look for new music releases on the long home feed.
- She doesn't have a lot of time as a student to be on the website/app, so she prefers something personalized and organized.

BRANDON

Junior in High School



PROFILE

Age

16

Date of Birth

February 5, 2004

Location

Corona

Occupation

Junior in High School

HIS STORY

Brandon is a junior at Eleanor Roosevelt High in Corona. He has been a huge fan of Korean hip hop music since he was in middle school. He is always on the lookout for his favorite musician, Zico's newest album release or performance activities. Because he regularly has access to his mobile phone and can use it throughout his day, he prefers an app that would quickly find relevant news for him.

MOTIVATION/GOALS

- To find relevant music and/or performance clips of his favorite hip hop artist.
- To be able to save his favorite clips for view later.
- To engage in a community forum.

CHALLENGES/FRUSTRATIONS

- Not being able to find relevant news filtered by artist or genre
- Lack of a strong app
- As a high school student, he wishes that the app would have a social media feature/forum, and personalized content!

AMY

International Coordinator at Netflix



PROFILE

Age

31

Date of Birth

January 12, 1979

Location

Hollywood

Occupation

International Coordinator at Netflix

HER STORY

Amy is the international content coordinator at Netflix. Due to her passion for Korean entertainment and films, she was recruited as a coordinator to focus on bringing trendy Korean entertainment to the platform. She regularly uses this platform on her personal time, but she also uses the platform to understand the community's opinions regarding the latest show/movie.

MOTIVATION/GOALS

- She would like to have an easy to navigate menu bar with the option to move from one topic to another.
- She would love to see a community forum where she can interact and engage with the community on the latest shows and movies.

CHALLENGES/FRUSTRATIONS

- She prefers to save any articles she comes across for later and being able to organize them.
- Requires some degree of professionalism as this is a part of her job.
- Prefer a website over an app since she can't use her phone during working hours.