

## Personas



**Persona 1:** Ainsley Noble is a 20 year old college student from Olympia, Washington. She is in her second year of college and is majoring in Communications. She watches TV both in her free time and for her major.

Ainsley has a fair amount of friends but none of them share her passion for TV and don't watch the same shows as she does. She wants

to discuss and share her opinions on her favorite shows with someone on a designated site instead of lurking on reddit forums. Ainsley is pretty good with technology, as most 20 year old's are, but certainly no expert. She enjoys easy to use applications that are straightforward and simple.



**Persona 2:** Ben Ellis is 52 years old and is from a small town in Colorado, where he has lived his whole life. Ben works as a baker for a local bakery. Ben likes watching TV when he's not working and likes to keep a journal with his thoughts and feelings about the shows he is watching. Ben has been journaling for a long time and has multiple journals all with very little organization. He often likes to

go back to read his past thoughts, but becomes frustrated with this task since he has pages and pages of reviews and it is very hard to find specific ones. Ben is looking for a way to keep track of his thoughts on TV shows and episodes in an organized way, that he can go back and edit if he so desires. Ben does not want to share his opinions with others and would prefer to keep his reviews private.



**Persona 3:** Alexis Davenport, age 35, is a freelance photographer who mostly focuses on portraits. She was born in Phoenix, Arizona, but has since moved around a lot. Her current home is in Michigan but she spends most of her time traveling around the world with just a suitcase of her belongings.

While traveling on airplanes and staying in hotels she likes to watch TV shows. She has a lot of opinions and wants to keep track of them but keeping a physical journal just doesn't work for her since she has to pack light. Alexis is very busy and doesn't have the time to figure out how to navigate a complex program, she just wants a simple way to keep track of her ideas as well as see what others have to say.