

## Secondary Persona #4 – Youth-aged consumer

### Bruce Wayne



- Gotham, NY
- 10 years old
- Child

*“When my parents are gone and it’s dark outside, I like watching batman cartoons.”*

Bruce is a ten year old who spends most of his time playing sports and attending school. During his downtime he enjoys watching his favorite television shows, so his parents signed up for an online media streaming service in their household. Bruce is old enough to read and write, however he is not yet familiar with the keyboard. He accesses the streaming service roughly three times a week for one hour sessions. Bruce's parents are not home often, so he must be able to navigate the interface without the assistance of an experienced individual.

Bruce is a fairly impatient child, and doesn't want to spend too much time searching for his favourite TV shows. Since Bruce is still new to the world of reading, he would like more visual indicators than textual ones. Bruce also has many friends he invites over to watch new action cartoons; organizing the different types of shows and movies should be quick.