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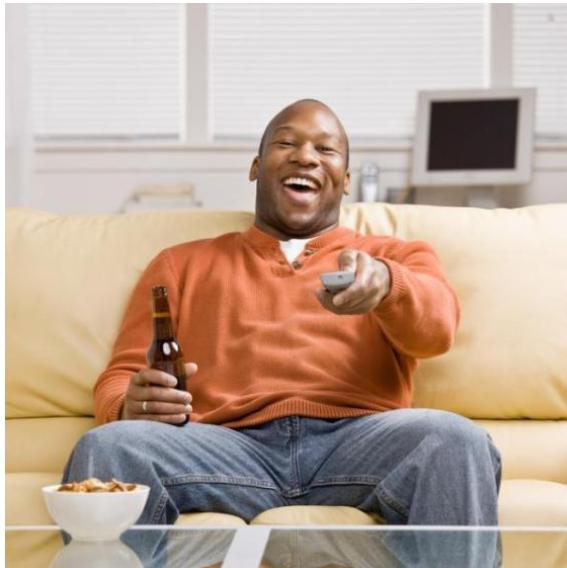
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Primary Persona #1 – User who watches movies on a daily basis

James Brown Anthony



- **Toronto, Ontario**
- **25 years old**
- **Single, College graduate**

"I watch at least two movies a week. Streaming movies online is just so convenient."

James is 25 years old and he recently graduated from college. He is single and does not enjoy hanging out with his buddies. He likes to spend all his free time after work watching movies at home. James is an experienced user when it comes to streaming movies; he's used Netflix for several years.

James is an enthusiast for action movies; he only watches movies that fall into this genre. James is very impatient – he does not like to browse through all the movies just to find the one that he would enjoy. Instead, he picks whichever movie that has the highest rating/popularity. James is a simple guy, he does not like complex systems; to him, streaming movies should be as simple as turning on a TV and switching to a channel.

Secondary Persona #2 – Consumer inexperienced with computers

Mary Moore



- **San Francisco, CA**
- **60 years old**
- **Retired Teacher**

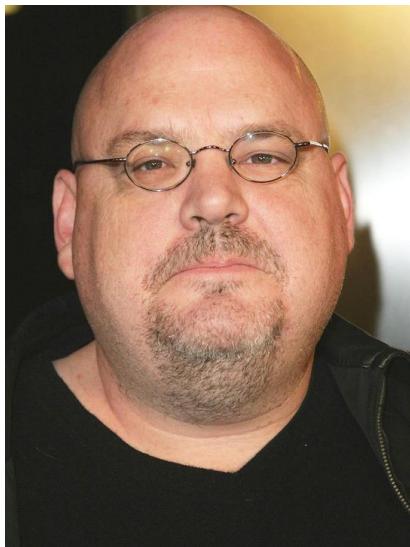
"I want to use it to watch films that my kids recommend to me, but it all just seems too confusing to use."

Mary is 60 years old and is a recently retired teacher. Mary finds she has a lot of free time on her hands since her kids all moved out of the house. She likes to spend her evenings relaxing in front of the television. Every Monday evening Mary's kids call her to catch up. They often give her movie recommendations and suggest television series they think she would like. She would like to watch these movies and shows once a week so that she can continue the conversation with her kids, and maybe even make recommendations to them.

Unfortunately, Mary does not have access to the movies and shows her kids recommend. They use online streaming sites and have suggested Mary to purchase an account and do the same. They all insist it is extremely simple and straightforward. However, Mary found it a bit daunting when she went on the computer to try it out, so she is hesitant to try it again. She wonders if her lack of experience on the computer is the reason she cannot figure out how to use the site. Her only exposure to the computer is using word processors and web browsers during her time as a teacher. Mary is embarrassed to ask her kids for assistance because she does not want to trouble their busy lives with what she believes would be silly questions.

Secondary Persona #3 – Infrequent media watcher

Homer Wright



- **Toronto, ON**
- **40 years old**
- **Construction Worker**

“On rare nights by myself, I like to grab some beers and spend an evening watching a new movie.”

Homer is 40 years old and a full-time construction worker. He is a very simple man who pays little attention to social media, and would rather enjoy real happenings in his own life. He usually spends his weekday evenings out with his friends grabbing a couple of beers. On weekends he spends most of his time with his girlfriend having conversation and going on walks.

On rare occasions when Homer is alone, he will kickback some beers and watch a movie. He tends to watch movies he has heard of from friends as he knows very little of pop culture. Homer will visit his local video store to pick up a movie rental. If he has not heard of any movies from his friends, he will consult with the store clerk for new arrivals. However, just recently the rental store shutdown due to lack of business. With this occurrence, his friends suggest he subscribe to an online media streaming service. Homer feels reluctant, as adverts portray the service to be very daunting with so many features. He would rather not spend the time learning how to use it, and would much prefer searching for movies based on suggestions or new arrivals as he did in the video store.

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.

Version 1

Movies

Shows

All

Comedy

Horror

Romance

Family

Mystery

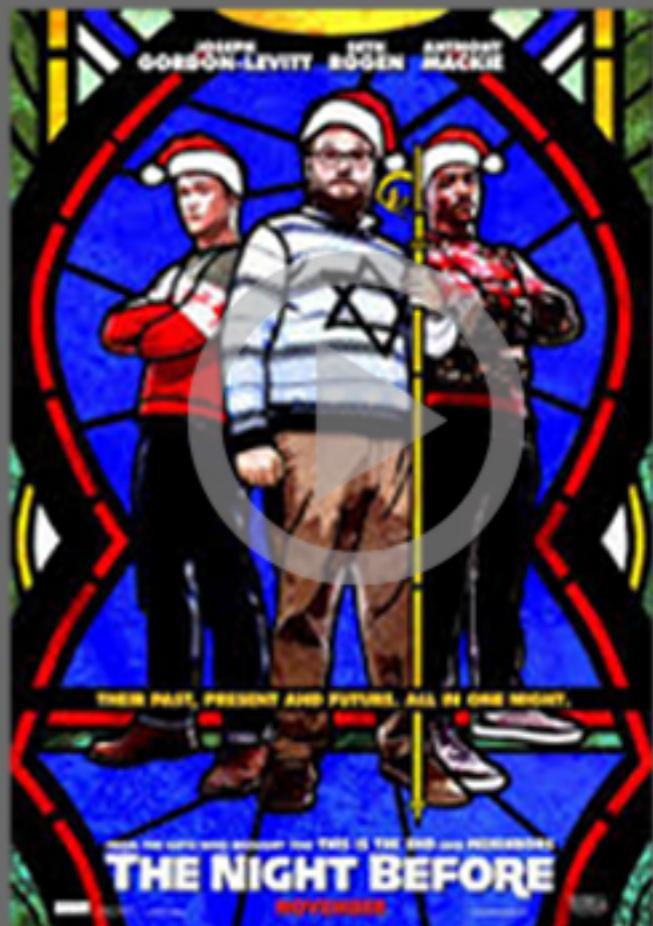
Sci-Fi

Action

Thriller

History

Adventure



Version 2

[Movies](#)[Shows](#)

search



All

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Horror

Romance

Family

Mystery

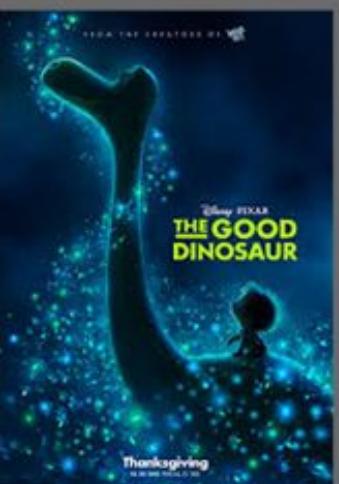
Sci-Fi

Action

Thriller

History

Adventure



Back



PG-13 | 148 min | Action, Adventure, Thriller | 6 November 2015 (USA)

Director: Sam Mendes

Film series: James Bond Film Series

Cinematography: Hoyte van Hoytema



Ratings: 7.2/10 from 111,717 users Metascore: 60/100

A cryptic message from the past leads James Bond (Daniel Craig) to Mexico City and Rome, where he meets the beautiful widow (Monica Bellucci) of an infamous criminal. After infiltrating a secret meeting, 007 uncovers the existence of the sinister organization SPECTRE. Needing the help of the daughter... [More](#)

Spectre (2015)

Cast

Daniel Craig James Bond	Christoph Waltz Oberhauser	Léa Seydoux Madeleine Swann	Monica Bellucci Lucia Sciarra	Naomie Harris Eve Moneypenny	Ben Whishaw Q	Dave Bautista Mr. Hinx	Ralph Fiennes M	Andrew Scott Denbigh
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Version 3

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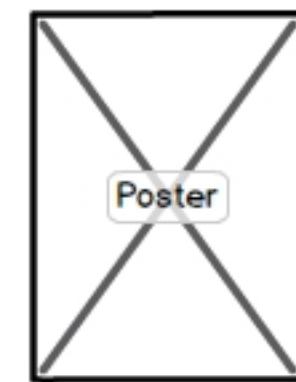
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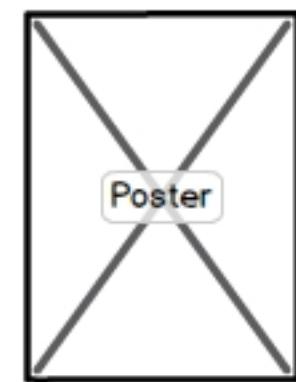
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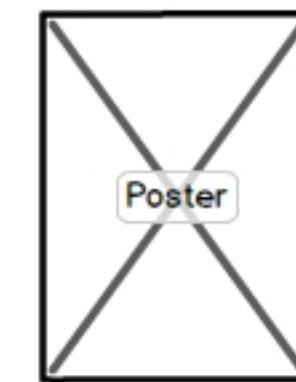
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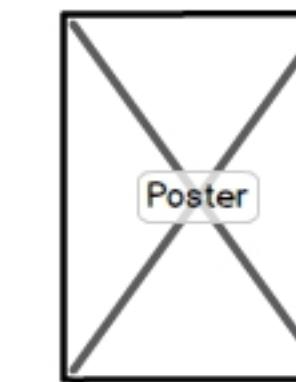
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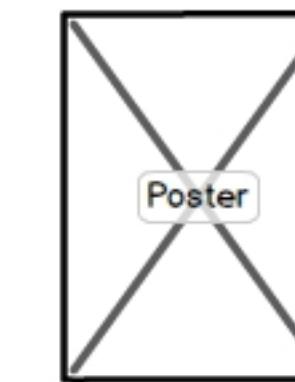
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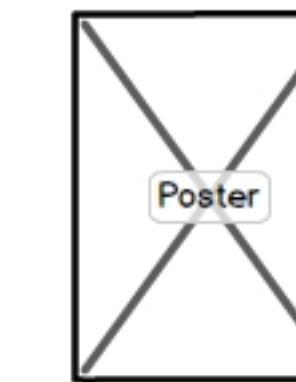
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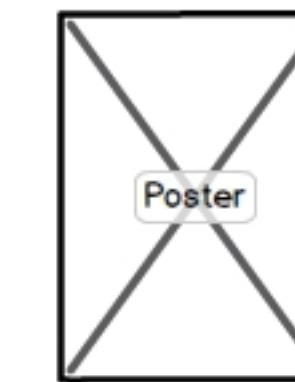
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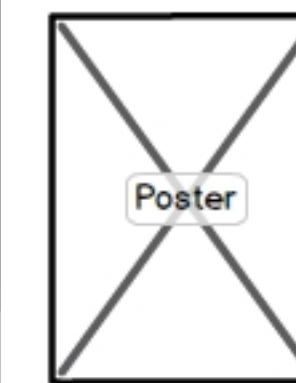
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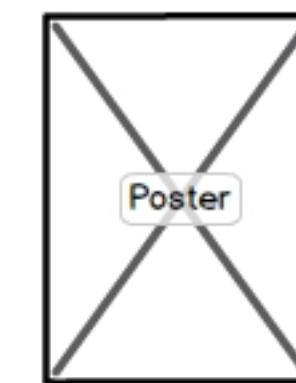
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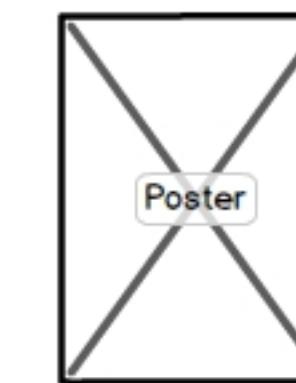
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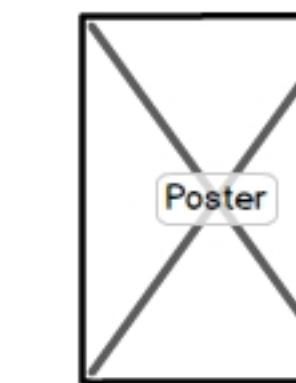
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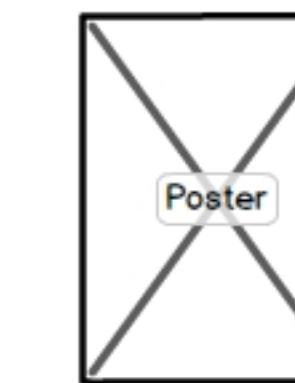
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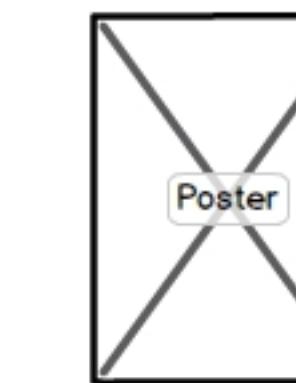
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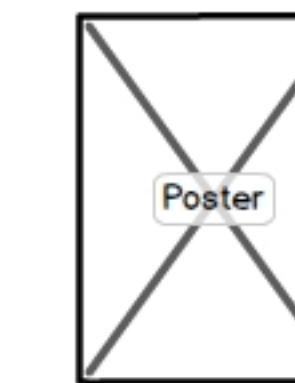
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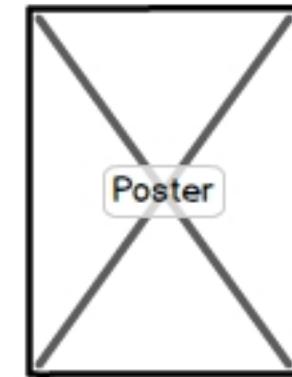


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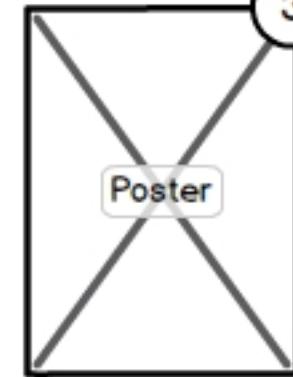
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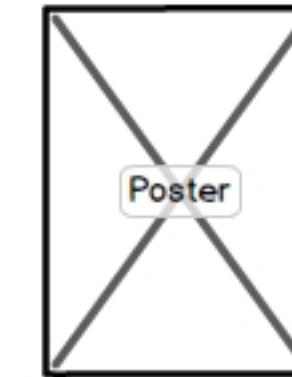
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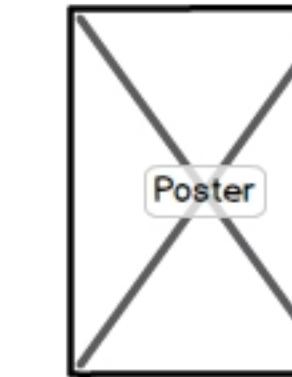
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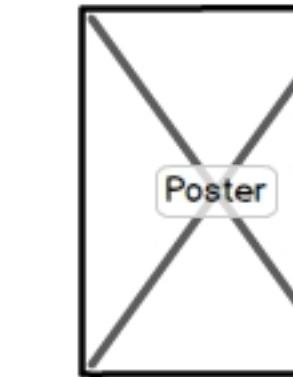
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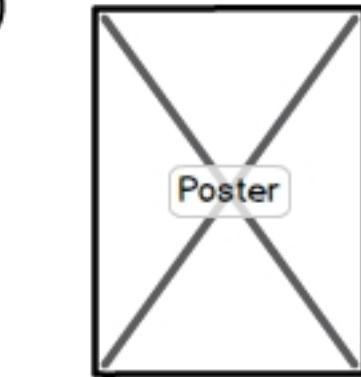
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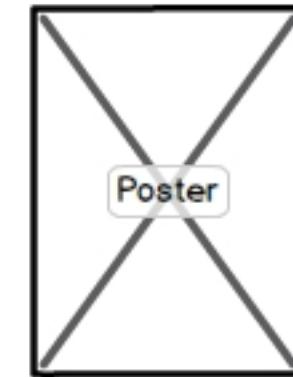
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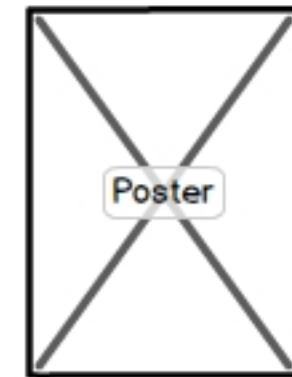
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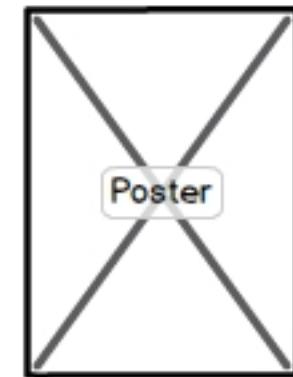
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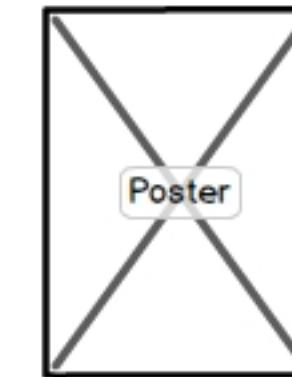
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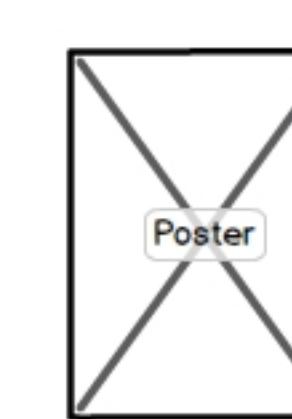
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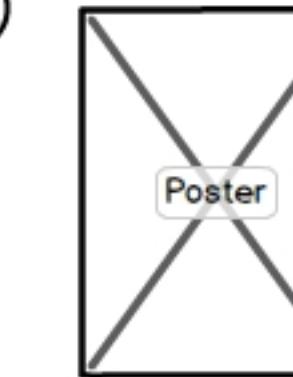
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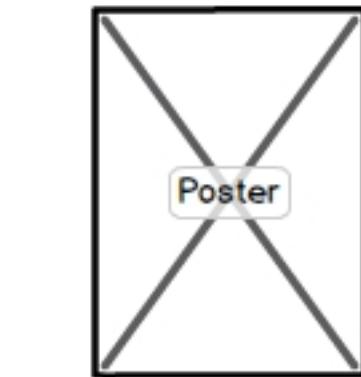
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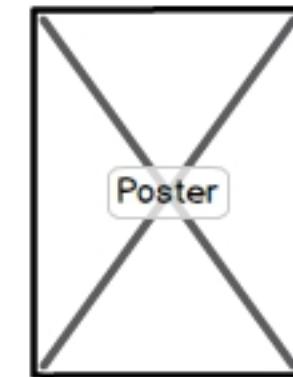
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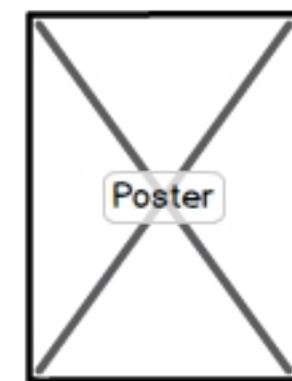
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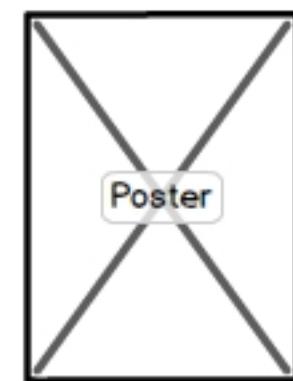
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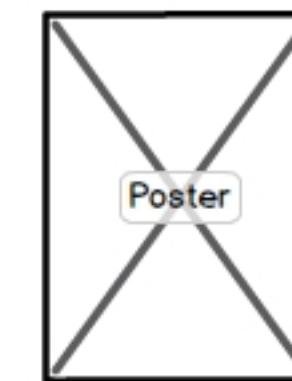
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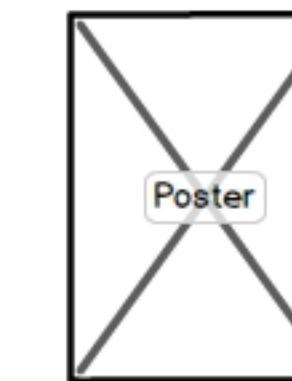
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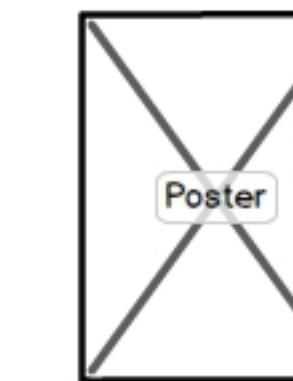
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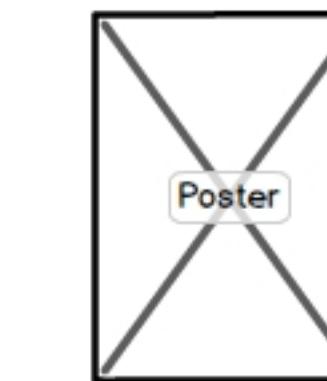
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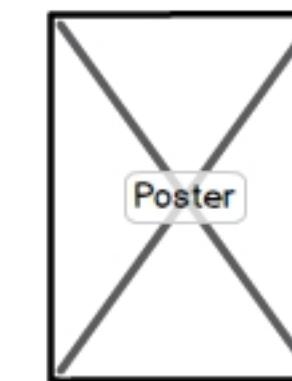
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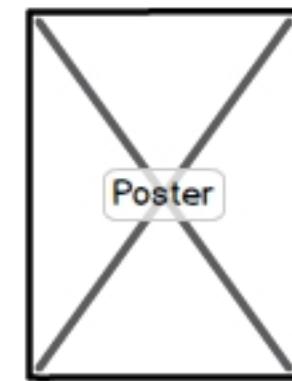
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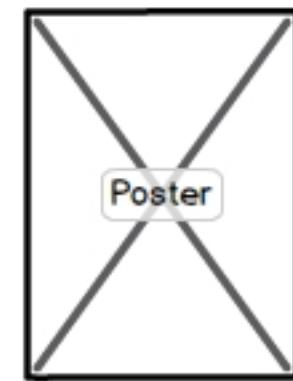
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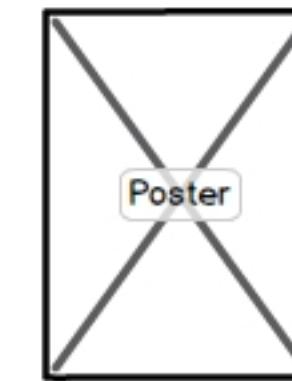
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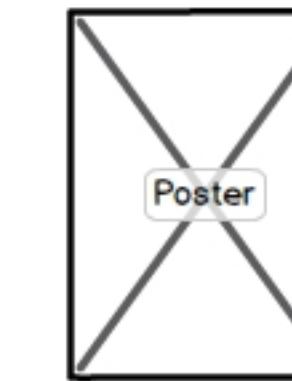
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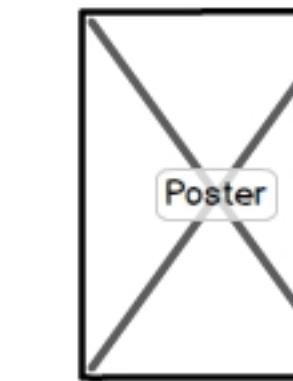
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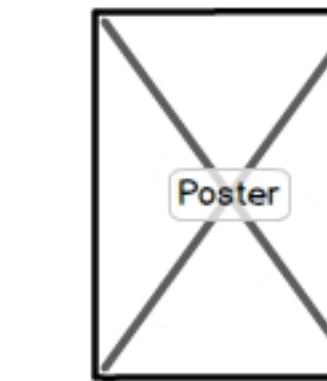
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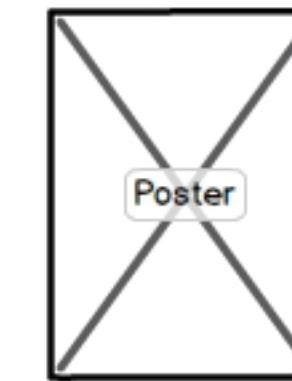
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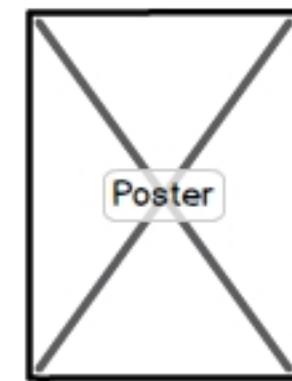
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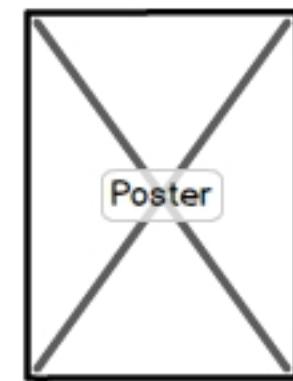
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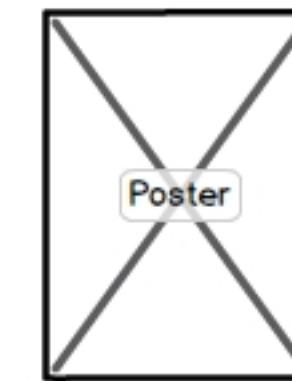
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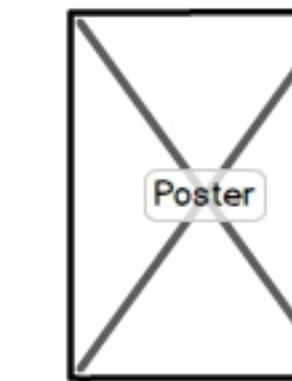
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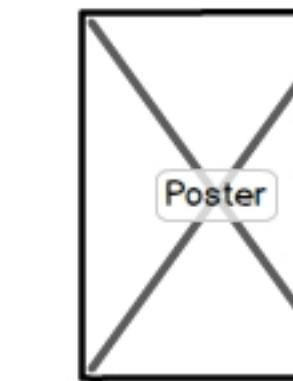
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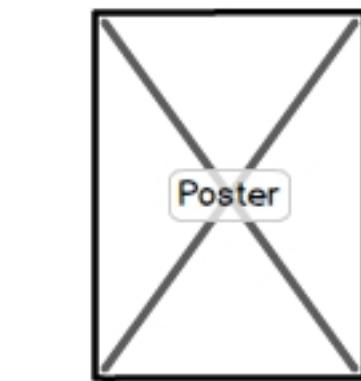
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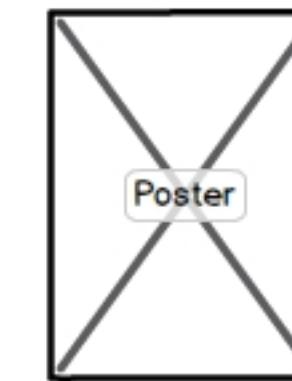
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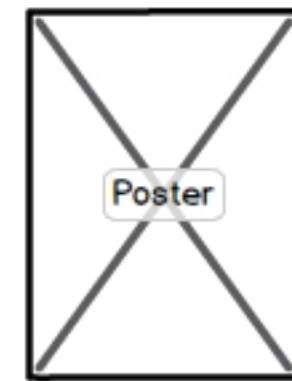
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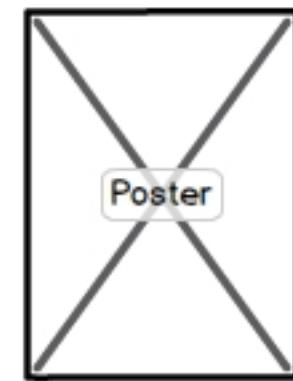
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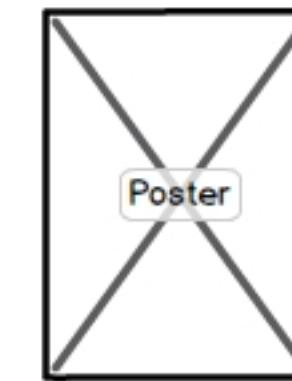
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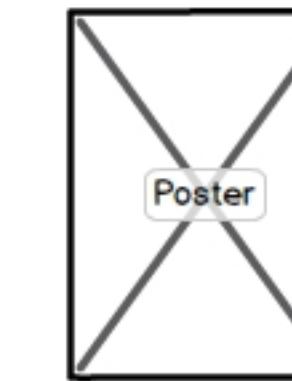
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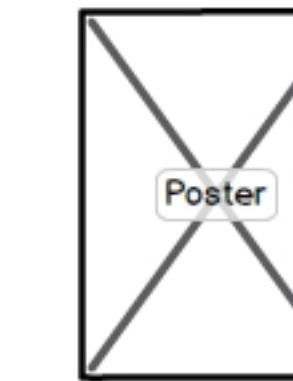
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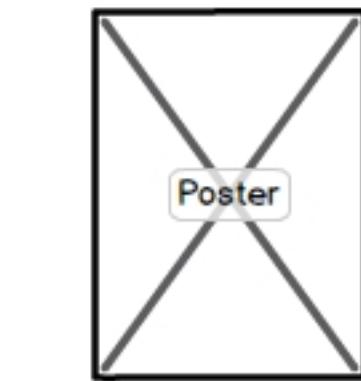
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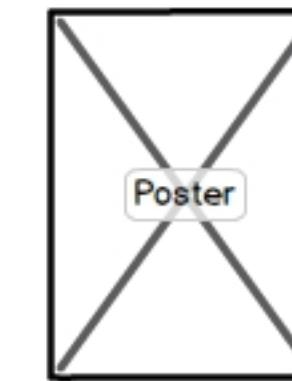
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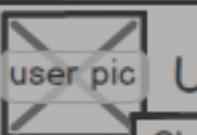
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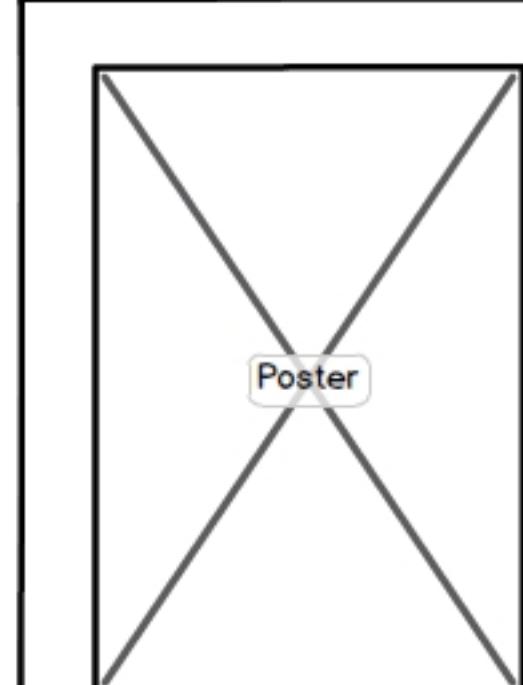


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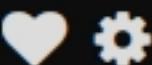
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Continue Watching



Suggested



Inception



Inception



Inception



Inception



Inception



Inception



Inception



Inception



Inception



Popular



Inception



Inception



Inception



Inception



Inception



Inception



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Inception

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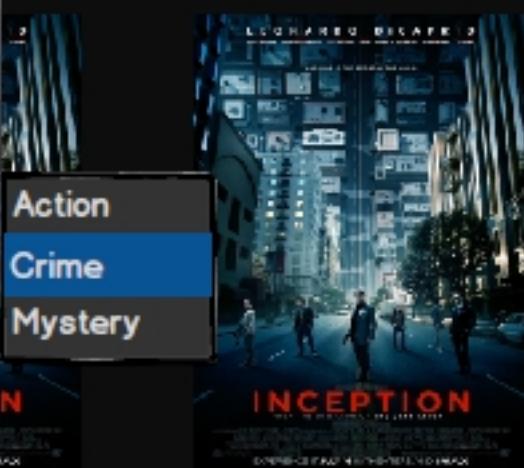
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- Drama
- Family
- Horror
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- Sports
- Thriller

- Popularity
- Trending
- Last Added
- Year
- Title
- Rating



Inception

2010



Inception

2010



Inception

2010



Inception

2010



Inception

2010



Inception

2010



Inception

2010



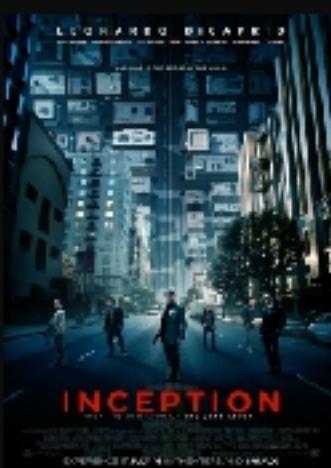
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2010



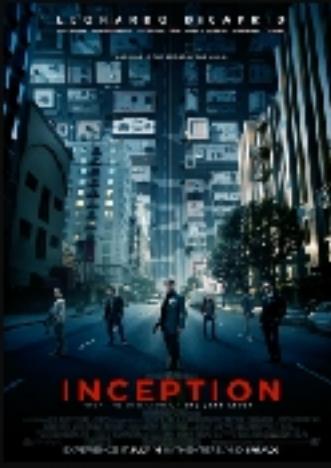
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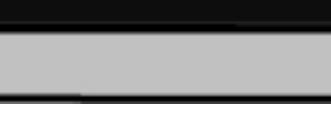
Inception

2010



Inception

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Inception

2010



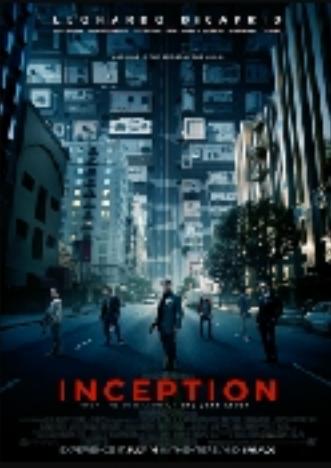
Inception

2010



Inception

2010



Inception

2010



Inception

2010



http://streamer.com/library



Streamer

Movies TV Series

Genre All ▾

Sort by Popularity ▾



Search for a title, actor, genre...



Inception

2010

148 min

PG-13



Watch Now



Inception

2010

148 min

PG-13



Watch Now



Inception

2010

148 min

PG-13



Watch Now



Inception

2010

148 min

PG-13



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Inception

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148 min

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Inception

2010

148 min

PG-13



Watch Now



Inception

2010

148 min

PG-13



Watch Now



Streamer

Movies TV Series

Genre All ▾ Sort by Popularity ▾

Search for a title, actor, genre...



Game of Thrones



2011

Continuing

60 min

TV-R

Action



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Seasons

Episodes

Season 1	1		The North Remembers
Season 2	2		The Night Lands
Season 3	3		What is Dead May Never Die
Season 4	4		Garden of Bones
	5		The Ghost of Harrenhal
	6		The Old Gods and the New
	7		A Man Without Honor
	8		The Prince of Winterfell
	9		Blackwater
	10		Valar Morghulis

A Man Without Honor

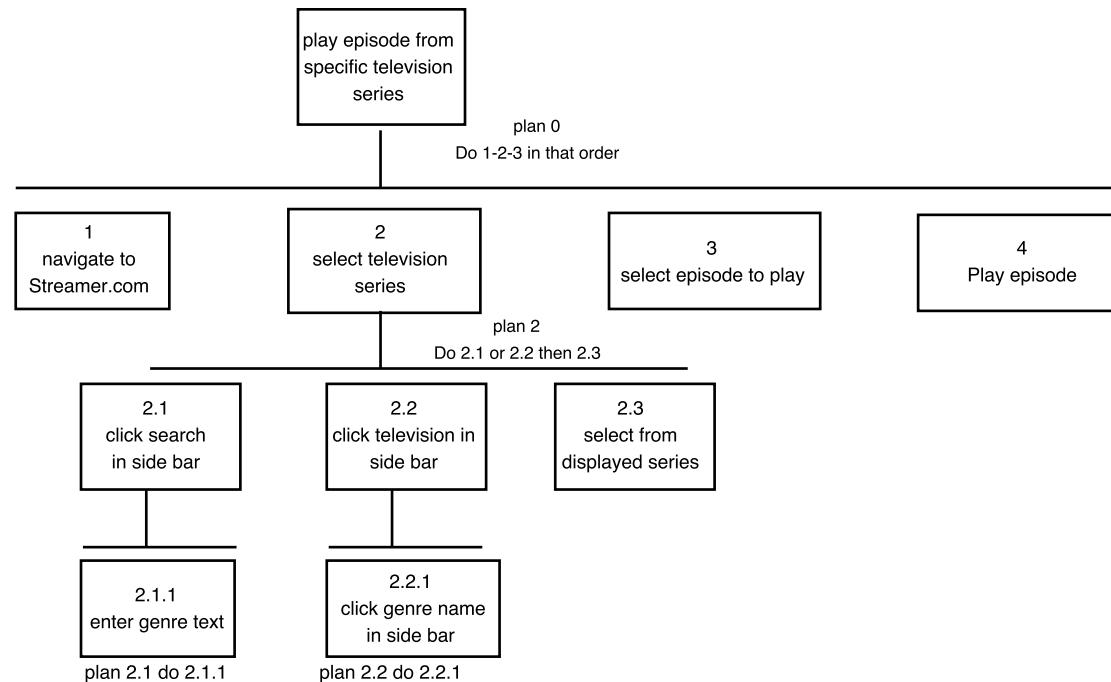


Released: May 13, 2012

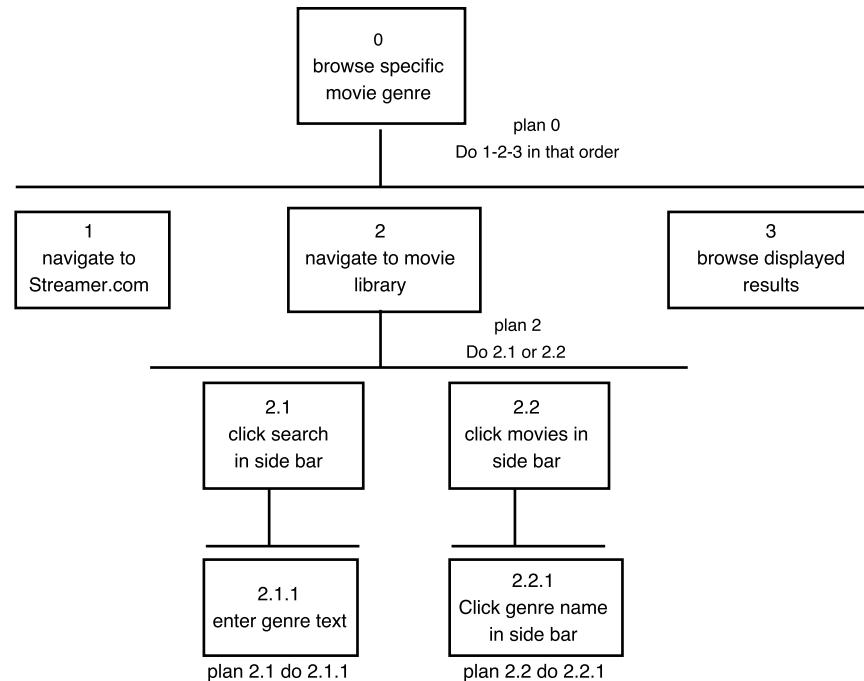
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Watch Now

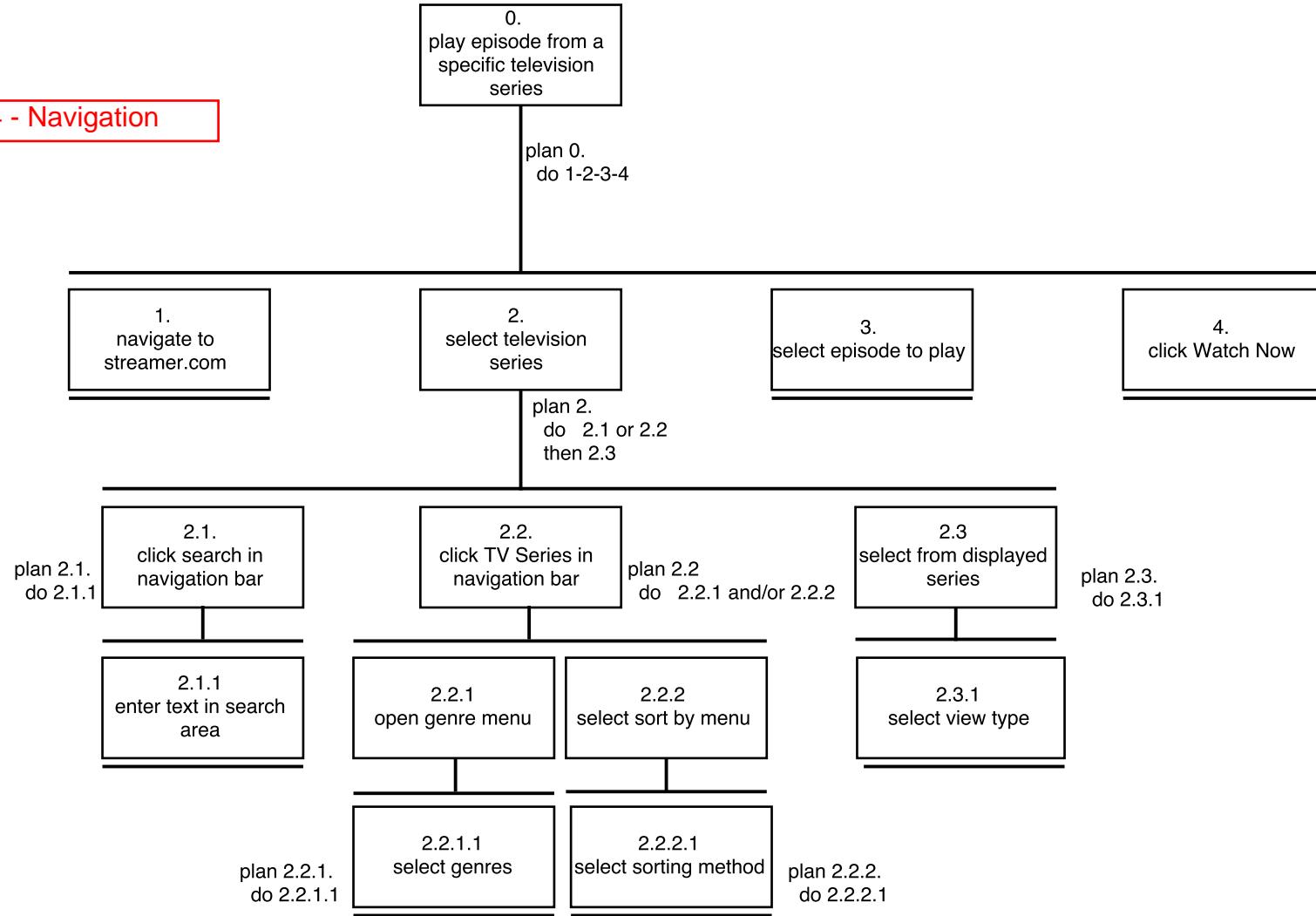
v1 - Navigation



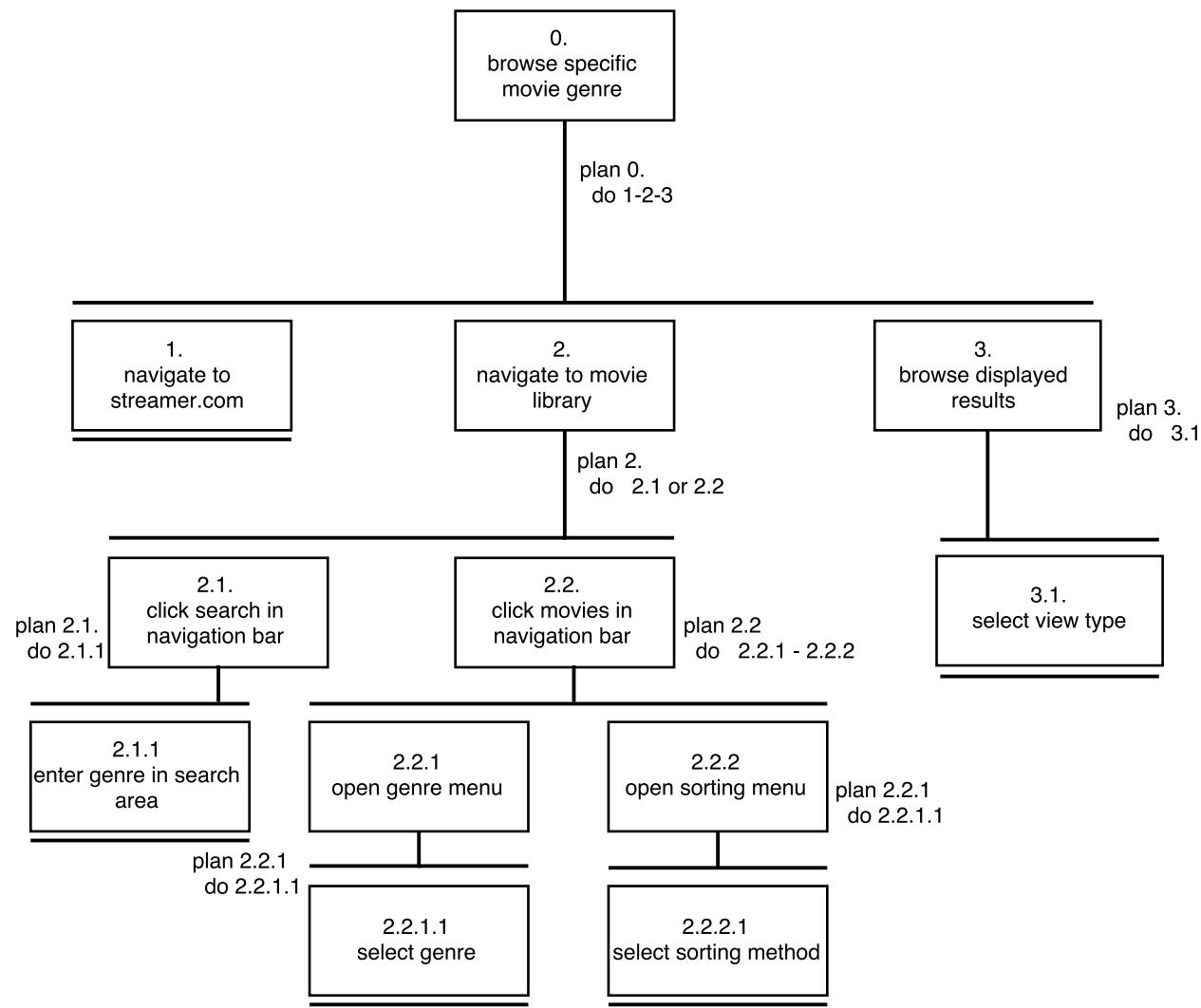
v1 - Organization



v4 - Navigation



v4 - Organization



Description

- dropdowns are only visible when clicked
- play button icons lead straight to video player
- clicking on titles leads to media summary page
- clicking 'enter' after typing in search bar will generate search results

Rationale

v1

- used larg icons to make media title more visible [1]
- used a pager to switch between contents

v2

- changed larg icons to smaller icons, utilize space more efficiently
- removed couple genre because the list is too long
- added prompt text and search icon to search bar, increases visibility [1]
- added summary page

v3

- added landing page to simulate full website access experience
- added home page for more information
- added subscription page for television and movie following
- added user dropdown for logout and settings
- cleaned up genre selection in to a dropdown, improves visibilty, cleans up interface [1]
- altered title description to a modal window, improves conceptual model by displaying information in a window [1]
- infinite vertical scrolling, to enhances visibility all on one page [1]

v4

- removed login page because it is not necessary for our project
- added a better description to the search bar to allow users to narrow their search; this is a good constraint because it limits what you can search for [1]
- updated theme styles
- added 'eyes' to media summary page to inform user which episodes they have already watched; this is good feedback [1]
- replaced subscription with favourites icon; this adds clarity so as not to confuse user with service subscription, thus supports conceptual model [1]
- minor redesign to accomodate more rows of titles
- changed modal media summary window to a page to create more space for more information
- dropdowns and Watch Now buttons afford clicking
- toggle view icons support conceptual model [1]

REFERENCES

1. Don Norman. 2013. The Design of Everyday Things – Revised and Expanded Edition. Basic Books, New York, 10-131.