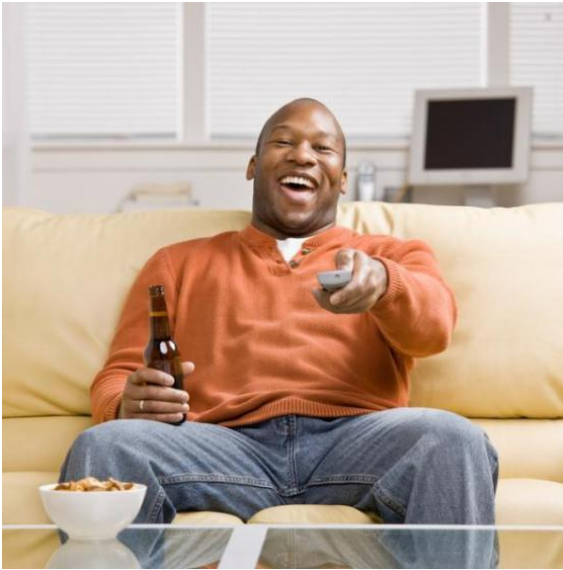


Primary Persona #1 – User who watches movies on a daily basis

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

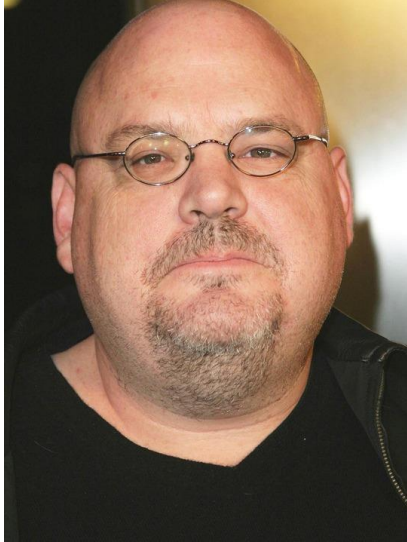
“I want to use it to watch films that my kids recommend to me, but it all just seems too confusing to use.”

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.