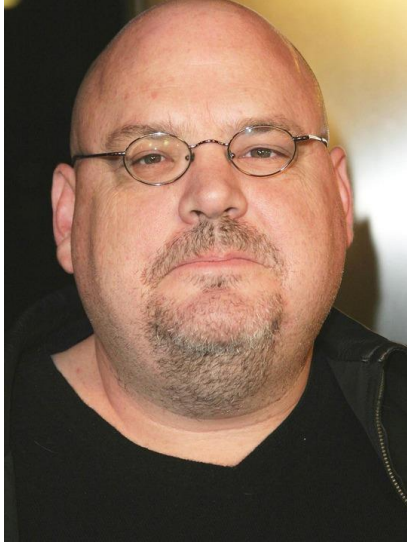


### Secondary Persona #3 – Infrequent media watcher

#### 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.