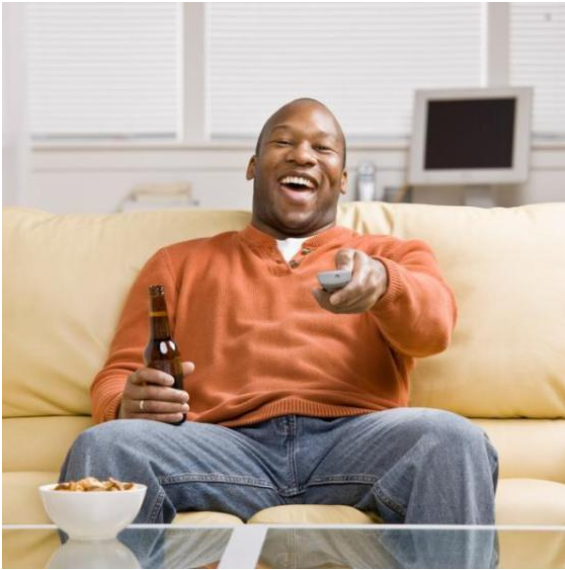**Primary Persona #1 – User who watches movies on a daily basis**

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.