**Persona #1 – Consumer 1**

**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 worked as a teacher for 35 years. She retired three months ago. Mary’s husband is an airline pilot and together they have three children. They have a daughter studying in university, a son just beginning his career on Wall Street, and another daughter who is on maternity leave with a five month old child.

Mary’s husband’s work schedule means that he could be away for days at a time. Now that Mary is retired, and her kids have all moved out of the house, Mary has found she has a lot of free time. She likes to spend her days knitting and gardening, and her evenings relaxing in front of the television, sometimes babysitting her new granddaughter.

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. Mary enjoys it when her kids call her and suggest things to watch, as it makes her feel like they are still thinking about her in their new and busy lives. She would like to watch these movies and shows so that she can continue the conversation with her kids, and maybe even make recommendations to them. Mary would enjoy watching these films on evenings when her husband is away, or her granddaughter is sleeping.

Unfortunately, Mary is not able to watch any of the movies or shows that her kids recommend unless there is a special on basic TV cable, which is rare. Her kids use online streaming sites to watch the latest movies and shows 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 and frustrating 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. She thinks click-by-click written instructions are the only way she will learn. Mary wonders if she will ever be able to figure out how to use these streaming sites.