

Gruntled

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Wendy Watch

Scenario

Wendy is a college student who has a hard time finding fun things to do. This app would let her have a bit more connection while consuming media while creating social opportunities.

Expectations

She wants to watch to react to a piece of media with a friend but they don't have time

Awareness

1. Searches up video on Youtube to watch.
2. Receives an ad for Reactions.
3. User clicks on ad leading them to download the browser extension.

It'd be kinda fun to see other people react to the same stuff I watch

I really want to watch the new movie trailer with my friend but we can't find time to link up.

Consideration

4. Browses YouTube videos to test out extension.
5. Selects a video to react to.

Decision

6. Clicks on Gruntled browser extension to start recording
7. Sends a reaction link to friend to consolidate reaction.

That's nice, there is live feedback of me reacting to the video.

Loyalty

8. Friend receives link to consolidate reaction.
9. Friend downloads extension to be able to record their own reactions and merge reactions.

