

Pete Jenkins

age: 19

residence: Columbia, SC

education: College

occupation: Cashier at Moe's

marital status: Single



I love to binge watch new shows but never know where to find them!!

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To be up to date on all the latest shows

Values

- Clean UI, Dark mode, software that has an app and website

Criteria For Success:

A all in one platform to keep him up to date on shows and in the know with his friend group

Wants

- All in one platform that shows where to find shows and share what he has watched or is watching with friends

Fears

- Being out of the loop in his friend groups for current shows.