

Gen Z lan



Age

7 to 22 years

Highest Level of Education

k-12, Some College

Personality

"I want to use my time as efficiently as I can, so I prefer using mobile apps. I get irritated when they are slow, freeze or crash."

Preferred Method of Communication

- Email
- Text Messaging
- Face-To-Face
- Social Media

Tools They Use

- Word Processing
- Email
- Browser
- Household Cleaning Items
- Social media apps
- Various game consoles

Identifiers

Tech Savvy, Easy Going, Careless, Fun loving

Gain Information By

Online courses, google search, movies, social media

Behavioral Beliefs

- He is always looking for ways to kill time
- Can't always agree what shows to watch with friends
- Reads reviews from others, watch trailers and reads movie synopsis

Pain Points

- Not always allowed to use the internet
- Don't have access to a personal computer
- Phone has parental control that limits online use
- Want to watch movies when outdoors away and disconnected

Millennial Amber



Age

23 to 38 years

Highest Level of Education

In college, BS and up

Personality

"I hate queues in banks. That's why I use online banking – it's a lot less nervous and much faster."

Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Face-To-Face
- Social Media

Tools They Use

- Word Processing
- Email
- Graphics Software
- Social Media Apps

Identifiers

Tech Savvy, Critical, Picky

Gain Information By

Online courses, google search, movies, social media

Behavioral Beliefs

- She is always looking for movies to watch with friends during get together
- Does not always know which movies they might enjoy together
- Reads reviews from others, watch trailers and reads movie synopsis

Pain Points

- Hard to always determine what everyone likes to watch together
- Internet connection to spotty where she lives to stream reliably
- Most apps and websites don't provide an easy to use searching and filtering experience

Gen X Henry



Age

39 to 54 years

Highest Level of Education

Bachelors, Masters

Personality

"I am not into all the modern technologies; I want something reliable and easy to understand."

Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Face-To-Face
- Social Media

Tools They Use

- Word Processing
- Email
- Browser
- Mobile Apps

Identifiers

Not very tech savvy, critical, loves being disconnected

Gain Information By

Reading newspapers, magazines, social events, goes online when necessary

Behavioral Beliefs

- Spending time with friends that share your values and taste
- Does not always know which movies they might enjoy together
- Relies on friends and family recommendation

Pain Points

- Always in hurry, don't always have time to browse
- Too many apps to choose from to find something to relax with
- I like to watch movies, when I want, where I want without the internet