

Pranita Lokinendi  
5D Fundamentals  
Midterm User Persona

### **App**

Movie Buddy. An app to help groups of friends make plans to see a movie playing in theaters.

### **Name**

Shailee Shah

### **Bio**

Shailee is a 20 year old third year at Northeastern University in Boston, Massachusetts. She majors in Media and Screen Studies and and Communication Studies. She actively involved on campus in the schools South Asian cultural organization, UTSAV, as well as the mentorship program Strong Women Strong Girls. She also has recently started playing intramural soccer. She is extroverted and loves spending time with her friends; watching movies with her friends combines her love being social with her strong interest and passion for screen studies. She struggles to coordinate plans with her various groups of friends, as everyone is on their own busy schedules. She spends a lot of time on her laptop and on her phone everyday.

### **Characteristics**

friendly, active, creative, savvy in social media

### **Goals**

To create plans to watch movies with friends in a convenient way

To spend little time stressing about coordinating plans

Maximum efficiency during the whole process

### **Frustrations**

Isn't able to keep track of when all her friends are busy

Has to keep going online to search movie times

Gets annoyed when everyones preferences don't align

Has to keep track of who has bought tickets and who hasn't

Is occupied enough with academic commitments, doesn't want to dedicate so much time to organizing plants

### **Brands & Influencers**

Uber, Adidas, Instagram, Spotify, Twitter, Venmo, Apple, Starbucks, Netflix, YouTube, Lyft