

Joshua Smith

age: Mid 30's

residence: San Fransisco, California

education: Bachelor's in Information Technology

occupation: Engagement Analysis Admin

marital status: Engaged



"A minute today saves an hour tomorrow"

Your average upper-management man: he goes to work, goes home to his soon-to-be wife, goes to sleep, rinse and repeat - big into planning and prevention

Comfort With Technology

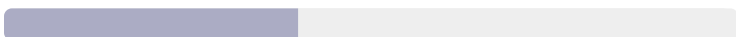
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Easy interaction with audience/user base
- Able to quickly update site/app in case of emergency
- Monitoring public user interaction

Values

- Searchable database of movies and where to watch them
- Users can add reviews and suggest movies to other users

Criteria For Success:

Managing a successful online space where people can interact, review, and suggest movies to one another

Wants

- Export user inputs to other locations for sorting/documentation
- Direct, private communication with users to discuss issues

Fears

- Easy-to-use interface
- Searchable database
- Community feature to connect with other students on campus