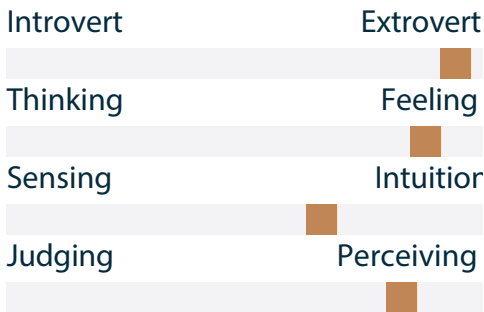




“Which movies are best to watch with my friends?”
“I only watch movies when I’m around my friends.”

Age: 20
Work: Undergraduate student
Status: Relationship
Financing options: Parental support
Degree: Business, Investment Banking

Personality



Relaxed

Gregarious

Efficient

Values

- Building relationships (meaningful or not).
- Social status and acceptance.
- His field of study.

Worries

- Not everyone enjoying the movie he selects.
- People knowing (and approving of) his movie tastes.
- Not being able to hear the movie.

Goals

- To maintain a strong balance between school work and social life.
- To prioritize his mental health and happiness.
- To impress his friends and girlfriend.

His Ideal Experience

Joe selects a movie that his social circle is content with by communicating with them through the smartphone messaging application, GroupMe. His friend group succeeds in watching movie, regardless of the noise distractions and bathroom breaks Joe and his friends bond over the movie together, and Joe feels like a valued member of his friend group.

Mental Models

- Expects to be able to find a movie that will appeal to several individuals' tastes on HBO Go.
- Starts on HBO Go because the personalized content engine won't skew movies that are shown on the Movies homepage.

Behaviors

- Enjoys watching movies alone.
- Introverted, yet opinionated.
- Studies representation in media.

Technical Skills/Info Sources

- Very competent.
- Primarily with smartphone and MacBook Air.
- Familiar with connecting laptop to TV with HDMI cord.
- Friends and family social media.
- Forbes
- Large network

Preferred Alternatives/Tools

