

Persona #2: Angelica Freely - "The Film Buff"

Xtensio



Exploratory

Idealistic

Critical

Values

- Opinions of expert movie critics.
- Diversity, equity, and inclusion.
- Her Panasonic AG -HPX255 P2 HD handheld video camera

Worries

- Living life to fullest
- Financial concerns

Goals

- To expand her perspective on life via watching movies
- To refine her movie taste; she is an aspiring movie critic
- To increase diversity and representation in the movie industry

*"How can I pick the best possible movie?"
"I'm always in the mood for a short film."*

Age: 23

Work: Graduate student

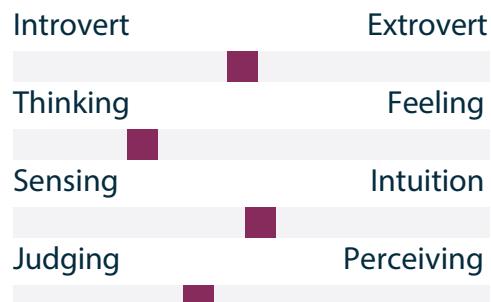
Status: Single

Financing options: Personal income/savings, loans/grants

UG Degree: Communications

Grad Degree: Cinema Studies

Personality



Her Ideal Experience

Angelica would sit down on a Saturday evening in the mood to look for the next undiscovered cinematic gem. Angelica starts in her favorite genre - Drama - beginning with the titles that start with "A." She clicks through the movie descriptions until one grabs her attention. She researches its ratings and reviews on IMDB.com. She spends an hour doing this, but enjoys every minute of it. She eventually finds a movie, settles on it, makes popcorn, watches it, and gives it her own rating on Rotten Tomatoes.

Mental Models

- Expects to find more short films on HBO Go than other streaming services.
- Expects to find more high quality films, on average, on HBO Go.

Behaviors

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

Technical Skills/Info Sources

- Competent.
- Strong at home, school, and on mobile.
- Enjoys laptop more than smartphone for larger browsing and easier multi-tasking.
- School website, New York Times, IMDB.com, Rotten Tomatoes.

Preferred Alternatives/Tools

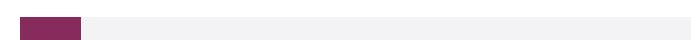
HBO Go



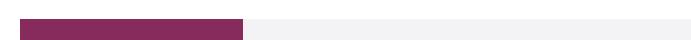
Netflix



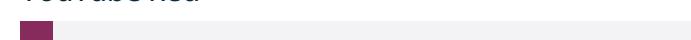
Amazon Prime



Hulu



YouTube Red



Local theatre

