



Studious Over-committed Stressed

Values

- His free time; doesn't want to spend it carelessly doing something he's not interested in
- Wise spending decisions

Worries

- Financial concerns
- Grades

Goals

- To manage stress levels, so they don't hinder ability to perform in school.
- To manage time efficiently, so he can complete work on time, while also making time for relaxation.
- To secure a research fellowship.

His Ideal Experience

Chad would finish his school work for the week and watch a movie to relax in the evening. Chad already has a specific movie in mind and wants to watch an Academy Award-nominated movie, but Netflix does not offer this movie. However, HBO Go offers this movie, so he can search for it, find it quickly, and begin watching immediately.

Mental Models

- Expects Netflix will have the movie he's looking for because it has more content.
- Expects search bar in order to search for a movie.

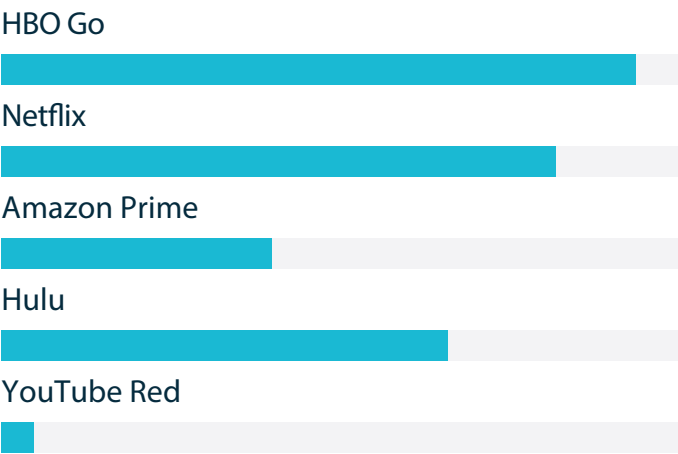
Behaviors

- Studies often.
- Prefers to stay in and watch a movie rather than go out with friends.

Technical Skills/Info Sources

- Exceptionally competent.
- Ethernet at home, strong connectivity at school and on mobile device.
- Enjoys devices like Android smartphone and Xbox One.
- School website portal, news websites.

Preferred Alternatives/Tools



"How should I relax with my little free time?"
"I'm so busy, and when I watch a movie, I need to pick it quickly."

Age: 21
Work: Undergraduate student
Status: Single
Financing options: Parental support, loans/fellowships/scholarships
Degree: Pre-med, biology major

Personality

