Personas

Marvel Loving Teen

Matt is a sophomore in high school. He is very reserved and spends most of his time playing video games in his room. His family is middle class and he has a younger brother and sister. He works part time at a Braum’s and always saves up to buy the newest games. He usually plays with his group of around five friends, and their next favorite activity after playing video games is watching action movies, especially Marvel, because they offer the same thrills that video games do.

Foreign Exchange Student Learning English

Jane is an exchange student from Japan on a scholarship. Although she was outgoing back in Japan, the language barrier prevents her from being herself. She still attempts to make conversation with many of her classmates, who have complimented her on her English. She likes watching movies and documentaries as a tool to help improve her English.

Home Theater Owner

Robby is a wealthy business owner who collects, sells, and trades high-end cars. He recently built a home theater with surround sound and reclining seats. Movies are one of his favorite ways to spend time with the family. When he is not spending time at work, he likes to bond with his family, volunteer, and organize social events with his friends.

Scenarios

Out of Movies!

Matt and his buddies are hanging out at his place for the weekend. They are out of things to do and are looking for an action movie to watch. However, they have already seen all of the Marvel movies! Plus, his parents are out of the house, so they have no transportation to go anywhere. Matt and his buddies decide to fire up iFilm. They go to the ’Genre’ dropdown menu and select ‘Action.’ They filter the results by highest rated movies, and scroll until they find one they haven’t watched, and looks interesting enough to hold up to their high standards.

Educational Friday

Jane has just recently flown over to the United States. On her second weekend here, she has finished all of her homework and chores so decides to spend some alone time on Friday night. She has seen some bizarre things since coming to the United States and is curious about some of the cultural aspects of the United States. She goes to iFilm and searches for an “Everyday Life” genre, similar to “Slice of Life” in Japan. However, she does not find it. Then, she goes to the search bar and types in some of the things she has witnessed throughout the week. She finds an interesting movie and decides to watch it.

Movie Collector

Robby wants his home theater to come pre-stocked with his family’s favorite titles. However, due to his lifestyle he is a very busy man. Robby decides to use iFilm to organize his movie library. Over the course of a week, he adds a few movies here and there to his iFilm movie list and encourages his family to do the same. Then, the next weekend, he decides to purchase each title that is not available on the streaming services he subscribes to. He checks each film for their streaming site availability on iFilm and purchases digital copies of the ones that aren’t available.