

NAME

Peter Jackson

TYPE

Idealist



## Goals

Having his money well spent on the best movie streaming service.

Finding the media best suited for him.

## Quote

“  
The magic of Disney and Pixar, all in one place.

”

## Demographic

♂ Male 60 years

📍 L.A. USA

Married

Movie Director

## Motivations

Watch Daily

Complete the entire Disney+ calendar

## Frustrations

Disney+ has a bad recommendation's tab

## Brands and influencers



# Disney+

## Phase 1

1. Encounters a TV ad about Disney+
2. Checks out the website
3. Interested in the upcoming Obi Wan Kenobi series
4. Sees the option for a free trial
5. Activates the "week long" free trial

## Phase 2

1. He likes the free trial and decides to get a subscription
2. Explores the catalog
3. Find a show he likes
4. Decides to begin a family plan

## Phase 3

1. Due to the lack of content he runs out of show to watch
2. Decides to cancel the plan
3. Waits for future releases so he can renew the plan in the future