

Sample Personas:

- ❖ John is a 21 year old man from the United States. He enjoys watching comedy specials, action movies, and animation shows using his favorite streaming services off his laptop. John is subscribed to three different streaming services which makes it difficult to keep up with new releases. In addition he finds it somewhat difficult at times to find the titles and episodes he's looking for. He mainly finds what to watch from social media or his friends and keeps a list in his notes app of shows to watch. When it's time to start a new show he often has to do a bunch of google searches to find out where he can stream his show.
- ❖ Jane is a 24 year old nursing student from San Antonio, Texas. She loves science fiction thrillers, and high drama television shows from HBOMax, Hulu, Netflix, and Peacock. In addition to these four streaming services, she is also subscribed to Prime Video and Crunchyroll but uses these much less. She watches from her SmartTV and often uses her phone to find different things to watch from Letterboxd. One problem she has run into when watching anime shows is that multiple streaming services will have the show, however only some of the sites will have the version she is looking for (i.e subbed, dubbed). She doesn't pay too much attention to the ratings from critics but does pay attention to what shows people are talking about on social media.
- ❖ Joseph is a 40 year old office manager who works downtown. He and his family love coming together to watch movies on their state of the art home theater system but always has trouble finding movies they can all watch and enjoy on the two streaming services he has. He's thinking of adding another one but wants to check to make sure the movies he and his family want to watch are on this new service. He'd do the free trial but that's how he got roped into the last subscription service. Joseph much prefers his home theater to the actual theater and keeps up with the latest reviews to track things to watch. He considers himself a movie fanatic but has had trouble finding where these new movies were streaming.