

EDUCATED GUESS
ASPIRATIONAL
ACTUAL

NAME

Use a realistic name. Don't use names of colleagues.

Lennie Kenzie

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

Entertainment Seeker

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

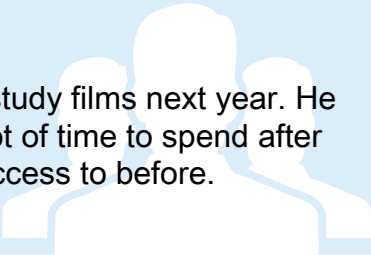
I'm so bored when I finished all my schoolwork. I just want to lay in bed and watch something before sleep. Sometimes, I am too tired to even choose what to watch.



WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

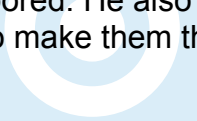
Lennie is a senior year student at Northfield High School and graduating in 2022. He wishes he can get into UCLA to study films next year. He is a big fan of Marvel Movies and would watch his favorite movies over and over. As he is graduating soon, he has a lot of time to spend after school and during the weekend. He is 18 years old so he can explore some new types of movies that he didn't have access to before.



WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?

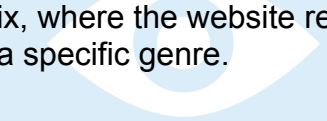
Lennie spends a significant amount of time in his room or hanging out with his friends online, so he wants to find some GOOD movies to pass his time when he is bored. He also wants to recommend those movies to his friends to make them think he is artistic and interesting.



WHAT ATTITUDE?

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

Lennie is interested in movies that have high scores and are popular. He is a heavy user of entertainment websites, such as YouTube and Netflix, where the website recommends the movies that are popular in a specific genre.



WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media).
What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

Lennie is a typical teenage boy who spends all his day on different screens. Destinations like YouTube, Facebook, Netflix are visited every day. He used to be a babysitter, so that he could make some money while sitting there watching his phones. But he got fired because he is color-blind and the parents thought he would have some bad influence on their baby.

Lennie is also a multiscreen user, technology is not a nice-to-have but is integral to the way he lives his life. He uses smartphones, laptop, tablets interchangeably to watch videos, TV shows, and movies.

Which Trends, mindstyles or other indicators are applicable for this persona?

Whenever he finds a movie that he is interested in, he doesn't want to just know its name. He wants to know when and where the movie is released, who is the director, and which top start acts in it.

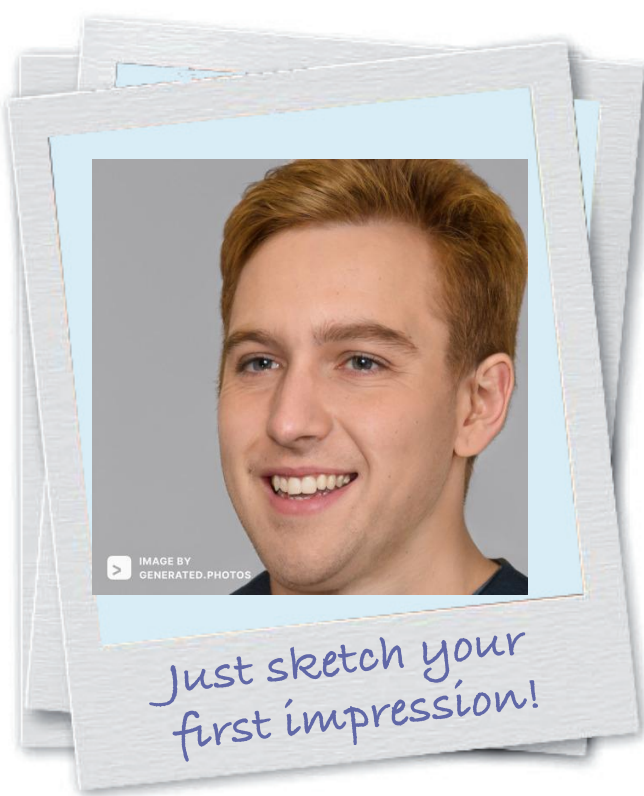
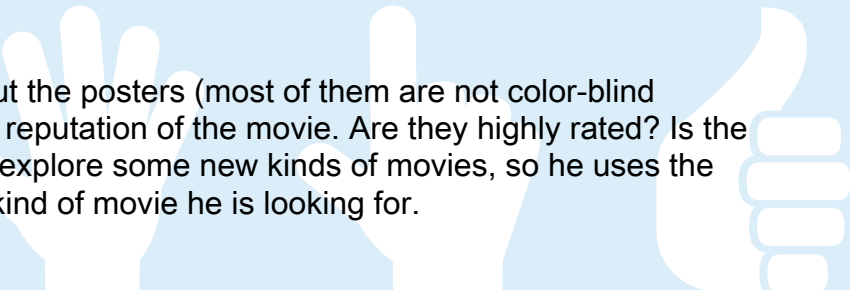
How important are functional, emotional, expressive benefits.

Even though he has a lot of time to spend, he has no idea where to start when he just decides to watch a movie. "Just recommend me a GOOD one!" He prefers minimal interfaces and high-contrast colors.

Fast or slow decision maker?
Why, how can you tell?

Decisions made on facts or emotion?
Why, how can you tell?

Because he is color-blind, he doesn't care about the posters (most of them are not color-blind friendly). He makes his decisions based on the reputation of the movie. Are they highly rated? Is the actor or the director famous? He also wants to explore some new kinds of movies, so he uses the search filter a lot to stay focused on a specific kind of movie he is looking for.



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