NAME

Lennie Kenzie

DESCRIPTOR

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

High School Senior

QUOTE

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

Since I'm a senior and I finished my college application, I'm so bored when I finished all my schoolwork. All my classmates start doing something interesting during their free time like sports or dating. I'm too lazy to do so, so I kill my time with movies. I just want to lay in bed and watch something before sleep. Sometimes, I am too tired to even choose what to watch.

Just sketch your first impression!

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 to get into UCLA to study films next year because watching movies is what he does for free and making a hobby become a way to make money is what everyone wants at his age. He is a big fan of Marvel Movies since childhood and would watch his favorite movies over and over. Among the superheroes, he likes Batman, who is also a high school student, the most. 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. Besides all the swiping on social media, he is also searching for high-quality movies to watch during his free time or this upcoming summer break because he wants to major in film studies at university and eventually work in the movie industry. Moreover, he is a big fan of Tom Holland, who acts as Spiderman, and he wants to recommend Tom's movies to his friends.

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.

Even he has a lot of free time, Lennie wishes to use those time to watch movies rather than to search for movies. He wants to utilize his free time with his hobbies as well as his family since he is going to college in September. Therefore, he wants recommendations on movies according to his preference. Additionally, Lennie is interested in movies that have high scores and are popular because those are the movies that make big money and are helpful for his future.

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. He usually uses his PC to play video games and his tablet to watch videos or do other entertainment on his bed when he is tired. Destinations like YouTube, Facebook, Netflix are visited every day. He usually watches movies that are popular in his high school, but when there's nothing to watch, he goes back to his favorite movie, Spiderman. 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.

As a multiscreen user, technology is not a nice-to-have but is integral to the way Lennie lives his life. He uses smartphones, laptops, tablets interchangeably for entertainment wherever he wants. Because he uses different operating systems on different devices, applications that are available on this device may not be available on the other. Therefore, he prefers using websites over applications as the interface will always be the same. For example, he doesn't use the Youtube application because there's no youtube application on the Windows system. On the other hand, there are a lot of amazing browsers that support syncing open taps between devices, so he can switch between devices anytime according to his need.

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

Lennie is an expert in the web and is very good at mining information on the web. Whenever he finds a movie that he is interested in, he doesn't want to just know its name. He wants to know every detail about this movie because this could be the one that inspires him when he works on a new film in the future. With so many years of experience related to the Internet, Lennie is particularly cautious about the source of his information, and he is especially critical about its accuracy.

How important are functional, emotional, expressive benefits.

Because Lennie is color-blind, he hates websites that only use color to convey information. One time he was shopping for clothes online and the website did not state whether the jacket is for men or women. It uses a pink dot indicating it's for women, and Lennie bought it without notice. Additionally, he is a straightforward person that only focuses on his goal. He uses ad blockers to block all the irrelevant information from the website and he never reads user agreements.

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

Lennis is a slow decision-maker because he is a very logical person that only trusts the data and facts. When he shops for snacks, he always calculates whether the individual or the family size package is cheaper per oz. This usually makes his mom frustrated because it takes so long. Therefore, Lennie really likes products with facts that are clearly labeled and calculated.

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

Lennis always made his decisions on facts, because he believes numbers reveal the most accurate trend and prediction. During his first year in high school when he learned calculus for the first time, he spent a lot of time trying to use math to predict the stock market. Even it didn't really work, his belief in numbers and facts is deep inside his heart.

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