

For our project we are designing a social TV watching system. TV watching is usually a solo activity, and we believe there could be a lot of value in adding a social aspect to this very common pastime. We are hoping to create a system that allows people to interact while watching TV in different locations, and also to organize TV-related events with friends. We have already begun to brainstorm many possible functions for this system and hope to create a fun experience for TV viewers.

**Persona #1:** Tally the Football Fanatic

Expectation	Source
Tally expects that the system will allow her to talk to her friends about the game while she is watching it.	Research <a href="http://www.emarketer.com/Article/Exploring-Social-TV-Viewing-Phenomenon/1010286">http://www.emarketer.com/Article/Exploring-Social-TV-Viewing-Phenomenon/1010286</a>
Tally hopes that the system will be able to act as a remote control for her television  Tally expects the system to contain live stats, and player biographies and other important information	Research <a href="http://www.digitaltrends.com/home-theater/the-difference-between-second-screen-and-social-tv-apps/">http://www.digitaltrends.com/home-theater/the-difference-between-second-screen-and-social-tv-apps/</a>
Tally wants to be able to video chat with her friends while watching and chatting about the game	Research <a href="https://www.yahoo.com/tech/rabbit-lets-you-watch-netflix-and-youtube-with-friends-95284983869.html">https://www.yahoo.com/tech/rabbit-lets-you-watch-netflix-and-youtube-with-friends-95284983869.html</a>
Tally expects the system to be simple and intuitive, but include a variety of features that meet her TV-watching needs	Assumption
Tally expects the system to assist her in organizing TV watching events with friends	Assumption
Tally wants to be able to connect to social media sites to share her thoughts if she feels like it	Research <a href="http://mashable.com/2014/09/02/social-tv-brandspeak/">http://mashable.com/2014/09/02/social-tv-brandspeak/</a>

	<a href="http://techcrunch.com/2012/06/17/zeebox-tctv-demo/">http://techcrunch.com/2012/06/17/zeebox-tctv-demo/</a>
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**Bio:**

Our persona is Tally Smith, a University of Washington senior and sports fan, whose goals are to enjoy her favorite football games, learn about current player stats, and spend time with friends and family.

**Scenario:**

Tally Smith's typical day at UW involves going to class, talking to and spending time with friends, working at the UW football team office, and looking up scores of sports games on her phone. Tally has a great love for football, and she interacts daily with the UW football team and staff, so football is on her mind quite frequently. Tally utilizes System X to plan football-watching events with her friends when they can't attend the games, and to look up stats about players and stay up to date on football news.

While on a break during one of her classes, Tally pulls out her phone and pulls up System X. She looks up the scores of a game currently going on, as well as some other football-related articles that catch her eye. She realizes that there is an important game tomorrow night that she wants to watch, but she can't afford to spend money on football tickets this month. Her friends agree that they won't be able to attend the game either for various reasons, and they won't be able to all watch the game at one house either.

During her lunch break, Tally creates an event on System X, and invites her friends to attend. They won't actually be meeting in a common physical space, but they will meet online through System X. When the game is about to air, Tally and her friends log on to System X, and immediately they are connected, and can start streaming the game. Tally opens the video chat tool and chats with a couple of her friends during the commercials. She also opens up the information tool, where Tally can view player stats and other supplemental information. Her friends chat throughout the game, both on video and in a text-based chat room. They joke around, enjoy the game, and most of all enjoy being social while watching and focusing on the game.

## Persona #2: Brett the Long Distance Lover

Expectation	Source
Brett expects to be able to stream TV shows or movies with his girlfriend, even though they are far apart.	<a href="http://www.nytimes.com/2010/01/04/technology/internet/04couch.html?_r=0">http://www.nytimes.com/2010/01/04/technology/internet/04couch.html?_r=0</a>
Brett expects a system that allows him to video chat with his girlfriend while watching a show or movie.	<a href="https://www.yahoo.com/tech/rabbit-lets-you-watch-netflix-and-youtube-with-friends-95284983869.html">https://www.yahoo.com/tech/rabbit-lets-you-watch-netflix-and-youtube-with-friends-95284983869.html</a>
Brett has a busy work schedule so he wants a system that will let him schedule TV watching events with his girlfriend so he can plan ahead	Assumption
Brett wants to be able to connect to social media to post things and connect with other friends and family	<a href="http://techcrunch.com/2012/06/17/zeebox-tctv-demo/">http://techcrunch.com/2012/06/17/zeebox-tctv-demo/</a>
Brett expects the system to provide him with character information, story plots, and other supplemental information about the movie/show he is watching	<a href="http://www.digitaltrends.com/home-theater/the-difference-between-second-screen-and-social-tv-apps/">http://www.digitaltrends.com/home-theater/the-difference-between-second-screen-and-social-tv-apps/</a>
Brett wants a system that allows him to be social with his girlfriend and maintain their relationship easily	Assumption
Brett wants the system to be easy to use and not distracting or too complicated so he can focus on spending time with (but apart from) his girlfriend	Assumption

## Bio:

Our persona is Brett Johnson, a technology consultant living in LA, whose goals are to be successful in his new career, maintain his relationship with his girlfriend Katie in Seattle, and find new ways to connect with Katie while they are apart.

**Scenario:**

Brett has always been very focused in school and is known by his friends and family as a hard worker. Brett is also known to be very social and has a warm, friendly personality. Brett met his girlfriend Katie, in college, and their relationship grew quickly. Brett was always focused on his schoolwork and maintaining a competitive GPA, but when he wasn't studying he was spending time with Katie. When Brett received an offer for a full time job at a technology consulting company in LA, he was thrilled, but distraught at the thought of having to leave his girlfriend Katie. They discussed their options, but Brett knew he had to take this opportunity. 6 months later, he is working full-time, often after hours, at his new job.

Katie is still in Seattle, beginning a masters program. Her other friends from college have moved back home, or to other parts of the country for jobs. She enjoys being in school, but she is definitely lonely without Brett. When Katie and Brett lived in Seattle they loved to have relaxing nights in and watch a TV show or a movie together. Now that they are apart, Brett wants to find a way to make this tradition continue.

Brett and Katie want to plan ahead to watch the movie *The Blind Side*, together on Thursday night. Brett has a busy day at work, but during his lunch break he pulls out his phone, opens System X, and sends a quick invite to Katie to stream the movie together. He gets a notification that Katie accepts the invitation and it is added into both of their calendars. When Brett gets home from work on Thursday, he gets a reminder that he has a movie date with Katie in an hour. He grabs some popcorn and a drink, opens up his laptop, and opens System X. Katie joins in, and a video chat pops up so they can see each other and talk. The video streams to both of their devices and they begin watching the movie. Katie and Brett talk throughout the movie, and enjoy spending time together, apart.