Nathaniel Tabit

Our project is to design a system which facilitates synchronous media consumption between multiple people over the internet.

Persona 1: Tally

Our persona is Tally, the football fanatic, whose goals are to combine her love of football with her enjoyment of social interaction and technology, and to get the social experience of being at a game or game-watching party from home.

Expectations:

Expectation	Source
Tally expects the app to have some way to organize an event with her friends.	Interview
Tally expects to be able to look up stats and scores easily.	http://www.nielsen.com/us/en/insights/news/2014/living-social-how-second-screens-are-helping-tv-make-fans.html
Tally expects to be able to involve both local and long-distance friends.	Interview

Scenario:

I am a die-hard for my hometown football team. They've had their ups and downs over the years, but I've always stuck with them, and have built up a group of friends who have stuck with me. 16 or more games a year, my team of fans watches our team of players hit the field and do us proud.

I'll admit I was worried about what would happen to us when I got my acceptance letter to the out-of-state school of my dreams. I knew I might find a few fans at school, but there was no way it would be able to replicate the experience I have with my group back home. That was when one of them told me about an app they heard about that lets people watch TV, movies, internet videos, and of course, sports, as if they were all in the same room.

We had to give it a try, so when the preseason rolled around we set everything up and before I knew it, we were watching the game just like if we were all together! Their voices coming out of my TV were crystal clear, and I could always turn on subtitles for the game if they ever got distracting. Three hours later the game was over and we had a chance to unwind while scheduling next week's game in the app and saying goodbye. I'll definitely still be making some new football friends while I'm away, but it's relaxing to know that will build our roster instead of starting a new team.

Persona 2: Brett

Our persona is Brett, the long distance lover, whose goals are to find ways to stay connected with his loved ones, to have tech interactions that feel like talking to a real person, and to succeed at his new job, starting a career.

Expectations:

Expectation	Source
Brett wants the service to facilitate social interactions while not getting in the way of the movie.	Interview
Brett wants the service to be simple to use, but robust enough to work in a variety of scenarios.	Interview

Scenario:

My relationship with my girlfriend is grounded in movies. We met at a movie theater, we talk film during dates, and we binge-watch movies at home on streaming services like Netflix. Given this, you can imagine how excited we both were when I got hired by a major film studio, though that excitement was dampened a bit by them being half the nation away and her being a local university student.

The way we saw it, there were a few options: we could break up, one of us could give up on our dreams, or we could try to make our relationship work long-distance. For what I hope are obvious reasons, we chose the latter. It was hard at first, but once we found this app, things got significantly easier. It used to be that if I wanted to watch something with her I would have to hook up cables and mess with program settings just to make it feel even halfway like a shared experience, but now it's as simple as connecting with her, choosing a movie, and hitting play.

Of course, the whole experience is incredibly customizable. We can place a facecam either over the movie or on the side (my personal preference) to make it feel more personal, or if we don't want to distract each other from the dialogue we either add subtitles or mute our microphones and use text chat instead. When we aren't actually watching a film, we can send suggestions to each other in the form of the movie's actual page on the streaming service. This is a tool that has made it entirely possible for me to have both a career and a long-distance relationship, which is exactly what I need!