

# Personas

HCDE 418

## Group 7

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## Persona #1: Tally the Football Fanatic

### Characteristics:

- I enjoy sporting events, and going to them with my friends and family
- Social, energetic, outdoorsy
- I thrive being around others
- I like staying up to date on sports news and information about players

### Technology Use:

- I have all the major football channels
- I'm subscribed to Netflix/Hulu
- I like using my phone to chat about games

### Goals:

- I want to combine my love of football with my enjoyment of social interaction and technology
- I want to get the social experience of being at a game or game-watching party without being at the game or elsewhere

### Pains:

- Sometimes its hard to organize football-watching events
- Difficult to coordinate with friends to watch a game
- Watching the game alone can be lonely

### Desires:

- Be able to look up stats easily
- Share game commentary with others
- Be social while watching football

### Scenario:

My friends and I couldn't make it to the stadium for the game because some of us couldn't get tickets, and others didn't want to drive to the game. So, I used my social TV watching system to coordinate a time for us to all watch the game and we chatted about what was going on.

### Sources:

#### Assumptions:

- People who are social and like football like to watch games with other people
- The persona is tech-savvy

Web Links:

- <http://www.nielsen.com/us/en/insights/news/2014/living-social-how-second-screens-are-helping-tv-make-fans.html>
- <http://www.digitaltrends.com/home-theater/the-difference-between-second-screen-and-social-tv-apps/>
- <https://gigaom.com/2014/01/29/lets-face-it-social-tv-is-dead/>
- <http://www.emarketer.com/Article/Exploring-Social-TV-Viewing-Phenomenon/1010286>
- <http://www.digitaltrends.com/home-theater/the-difference-between-second-screen-and-social-tv-apps/>
- <http://mashable.com/2014/09/02/social-tv-brandspeak/>
- <http://techcrunch.com/2012/06/17/zeebox-tctv-demo/>
- <http://fortune.com/2013/01/09/2013-is-the-year-social-tv-takes-off/>

# TALLY

# FOOTBALL FANATIC



- Characteristics:
- I enjoy sporting events, and going to them w/ my friends + family
  - Social
  - Energetic
  - Outdoorsy

- Tech:
- I have all the major football channels
  - I'm subscribed to Netflix
  - I like using my phone to chat about games

**GOALS** • I want to combine my love of football w/ my enjoyment of social interaction and technology  
To get the social experience of being @ a game/party when I can't physically go to the stadium or elsewhere

**PAINS** • Sometimes it's hard to organize my events (watching football)

**DESIRES** • Look up stats easily  
• To share game comments w/ others

**SCENARIO** My friends and I couldn't make it to the stadium for the last next game, so we ~~didn't~~ used our social TV system to all watch it together and to chat about what's going on

## Persona #1: Brett the Long Distance Lover

### Characteristics:

- Hard worker, with a clear vision for his future and career
- Tech oriented: uses his phone for just about everything
- Personable and empathetic: he likes to help others be happy and likes interaction
- Very social: always “connected” with others, enjoys constant communication

### Technology Use:

- Savvy with his computer, and uses it frequently for many daily tasks
- Has an iPhone 6, and regularly uses Facetime and apps
- Uses Snapchat to exchange pics and videos with his friends a lot

### Goals:

- Wants to find ways to stay connected with his loved ones
- Wants his tech interactions to have a genuine feel; no behind-a-screen feeling
- Wants to succeed at his new job, and keep a focus on starting his career

### Pains:

- Dealing with a long distance relationship, which is difficult to manage
- Feels disconnected without physical interaction
- Finds it hard to do things at the same time and have it seem like they’re being done together; i.e. having a date night and watching a movie

### Desires:

- Wishes he could share things with his girlfriend the same way as he would together
- Wants to be able to synchronize their experiences in a way that makes it feel like tech isn’t a middle man
- Wants’ to feel like he’s physically with his girlfriend, despite being miles apart
- Improve his connection with his social sphere using his phone and computer, because he’s so busy

### Scenario:

Brett has just moved to a LA for a new job. His girlfriend Katie is still back in Seattle. It will only be 6 months before she’s able to move to LA with him, but until then they’re making long distance work. Brett and Katie love to have movie date nights, which has been nearly impossible until now. Brett and Katie are now able to stream the same film together on their TV, while being connected in an application that allows them to watch

in a virtual home theatre. Brett and Katie can see and talk to each other while the movie plays as if they were in the same room. They love that they're able to watch the same thing in real time (rather than having to try and play their show at exactly the same time).

**Sources:**

Assumptions:

- Long distant relationships lack physical connection.
- People would enjoy streaming movies together

Web Links

- <https://www.yahoo.com/tech/rabbit-lets-you-watch-netflix-and-youtube-with-friends-95284983869.html>
- <http://www.cinemablend.com/games/Xbox-360-Netflix-Loses-Party-Mode-37655.html>

# Brett

# The Long Distance Lover



Characteristics: Hard Worker: with a clear vision for his future/career

Tech oriented: Uses his phone for just about everything

Personable/empathetic: he likes to help others to be happy and likes interaction

Very social: always "connected" with others, enjoys constant communication

Tech: Savvy w/computer and uses it frequently for many daily tasks

- Has iPhone 6, regularly uses Facetime/apps

- Uses Snapchat to exchange pics/videos w/friends

Goals | Wants to find ways to stay connected with his loved ones

- Wants his tech interactions to have a genuine feel; no behind-a-screen feeling
- Wants to succeed at his new job, and keep a focus on starting his career

Pains | Dealing w/a long distance relationship, which is difficult to manage

- Feels disconnected without physical interaction
- Finds it hard to do things at the same time and have it seem like they're being done together; i.e. having a date night and watching a movie

Desires | Wishes he could share things w/his girlfriend the same way as he would together

- Wants to be able to synchronize their experiences in a way that makes it feel like tech isn't a middle man
- Wants to feel like he's physically w/his gf, despite being miles apart
- Improve his connection w/his social sphere using his phone and computer, because he's so busy