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HCDE 418

Persona Expectations and Scenarios

Project

My group's project focuses on the social streaming of television, video games, and other media. The social aspect allows two or more individuals to watch, share, and chat together.

Persona 1: Dan Martinez

Bio

Our persona is [Dan Martinez], [a college student in Washington], whose goals are to [balance work and school life, stay up to date with his favorite TV shows, and keep in touch with his girlfriend attending school in California].

Persona Expectations

Expectations	Source
Dan spends on average 3 hours a day watching television and prefers streaming shows through Netflix or Hulu Plus.	http://mashable.com/2014/09/02/social-tv-brandspeak/
Dan works 19.5 hours a week in his on-campus job, is enrolled for 15 credits, and is busy applying for internships.	Assumption
Dan and his girlfriend have great communication and are really good at planning Skype calls, phone calls, and other moments to share together.	http://www.huffingtonpost.com/grace-buche/9-exclusive-benefits-of-b_b_4876387.html
Dan owns a smartphone, laptop, and a tablet. He is also an active social media user and loves watching cat videos on YouTube.	Assumption
When Dan has extra spare time, he enjoys binge watching his favorite show for hours, up to six hours in a day.	http://college.usatoday.com/2013/02/13/netflix-binge-watching-shift-tv-viewing-habits/

Scenario

Dan is your typical college student busy with school, work, and maintaining his long distance relationship. As an active social media user, Dan actively connects with others digitally and loves sharing moments, images, and clips with his friend. Although this world is increasingly interconnected, TV, YouTube videos, and other media is challenging to view, share, and chat with others unless all individuals are in the same room.

With our product, Dan can coordinate and stream a TV show, a YouTube video, or a video game together with his friend or girlfriend. This can be done through the app on his phone, laptop, or even tablet. This allows Dan the freedom to set up a social streaming on the go, at home, or at his favorite coffee shop. It can be used between two individuals, but more friends are always welcomed to join Dan. Dan has the flexibility to video chat, text chat, record clips, and much more to instantly share with his friends or save for later.

By being compatible with a wide range of existing devices, Dan's family, friends, and girlfriend are all ready to jump in and experience media in a whole new way. By making TV, video games, and other media interactive Dan will never have to binge watch his favorite TV show alone again by choice. Technology should unite us all even when enjoying life's simple pleasures, viral cat videos.

Persona 2: Dalia Mendoza

Bio

Our persona is [Dalia Mendoza], [a recent traveling nurse graduate], whose goals are to [keep in touch with her fiancée and cats, spend time with her nieces and nephews, and keep in touch with her nursing advisors as she travels the nation].

Persona Expectations

Expectations	Source
Dalia leaves for assignments frequently with an average assignment length of 13 weeks. She works 40 hours a week in 8 to 10 hour shifts.	http://www.nursezone.com/Explore-Travel-Nursing/travel-nursing-faqs.aspx#4
Dalia is a huge Walking Dead fan and loves watching new episodes every Sunday. It is hers and her fiancée's show.	Assumption
Dalia struggles with constant stress due to her long hours and high-pressure job. She	http://www.ncbi.nlm.nih.gov/books/NBK2668/

relieves her stress by spending time with her family and fiancée.	
Dalia, even with her busy schedule, finds time to help and tutor her nieces and nephew whom she dearly loves.	Assumption
Dalia is highly dependent on her smartphone to communicate at work, keep track of her calendar, and remind her of tasks and duties.	http://www.americannursetoday.com/evolution-revolution-smartphone-use-nursing-practice/

Scenario

As a traveling nurse, Dalia is always busy and spare time is luxury she greatly appreciates. Her busy work schedule and constant traveling makes it difficult to maintain her relationships and she highly depends on messaging, Skype, and online interactions to help her keep healthy communication with her family and fiancée. She loves watching the Walking Dead and when she is away from home, she watches it every Sunday night with her fiancée on the phone.

Although Dalia watches the Walking Dead every Sunday with her fiancée over the phone, it is difficult and cumbersome for her. Reception can be spotty and time differences can make it difficult to coordinate a shared viewing. With our app, Dalia could stream the Walking Dead, chat, and video call her fiancée at a convenient time at her hotel, on a bus or subway ride home, or on her flight. Besides helping her watch her weekly zombie show, Dalia can stream instructional and education YouTube videos, images, and recordings with her nieces and nephews whom she is very close to. Making it much easier for her to help them and tutor them away from home.

By being useful at home, in the workplace, and with family, social streaming can facilitate communication, teaching, and bonding between Dalia and her loved ones. Easy to learn and accessible with her current technology, social streaming seamlessly blends into everyday life by simplifying current behaviors and satisfying new needs. Technology can make tasks easier in life and help us keep those we love closer.