

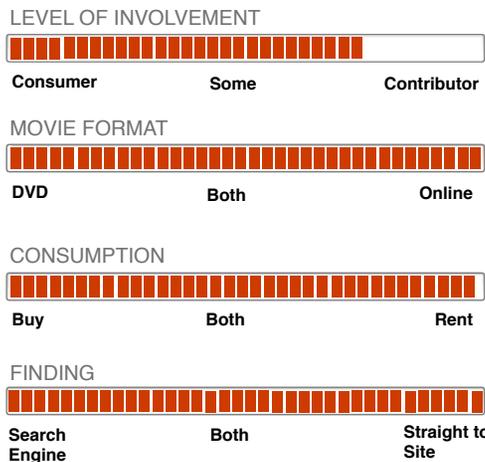
Movie Watching Habits

Dustin is a huge movie fan. He prefers movies over television and has even cut cable out of his life. He always streams rented videos using his MacBook Pro. He'll tend to watch movies more than once only if he has labelled them "quotable".

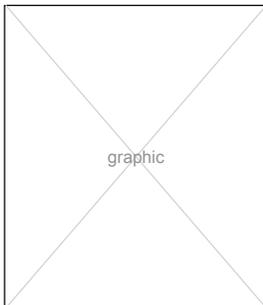
Demographics

- 30 years old
- Single
- Urban
- High technical ability

Lifestyle



Dustin



As a single, urban professional Dustin soon realized that cable was becoming an expensive option for his home entertainment. He began to use the web exclusively for his media needs. As an online consumer, Dustin streams the majority of his rented films/video content and rarely buys physical or digital movies.

Often when he is at work or with friends, movie moments come up in conversation and he goes online to find the exact moment referenced. Sometimes this can be difficult as Dustin may have to wade through a good deal of movie content to find the precise moment he needs. When Dustin does find the moment his experience is heightened if the site recommends to him related scenes/moments based on his search. In times like these, he may find himself browsing related moments for a long period of time. It would be great if he could rent the related movies from the site he's browsing, specially if they include quotable moments. Dustin also finds that there is a handful of movies that he loves to quote and has the need to reference and share. A friend tells him about a new site, AnyClip, where he can find, save and share movie moments. Dustin decides to give it a whirl.

Goal

To find and share quotable/favorite clips as well as browse clips that are specifically recommended for me.

Needs

- A legitimate source of movie moment content.
- Site that is easy to navigate and search with reliable results.
- Ability to share moments that he finds quotable and extraordinary.
- Personal & general recommendations for moments.
- Ability to personalize content.
- Pre-defined options for describing moments (tags).

Tasks

- To be able to find and save moments from the 4 or 5 movies that he really loves.
- To search for a specific movie moment and receive relevant and reliable results.
- To share specific moments with friends
- To browse through recommended moments, save, and share.
- To edit, name and save moments
- To have the ability to rent items that he's viewing online.

"Make it easier for me to do what I already do!"

Web Behaviors

LEARNING STYLES

Dustin likes to explore websites and gather information on his own. Due to his high technical knowledge there aren't many solutions that Dustin doesn't find to his problems online. He is quick to recognize when a site "knows" who he is and enjoys receiving recommendations based on past actions. Once he has learned about and trusts a site he will enable it to make decisions for him regarding content consumption.

WEB USAGE

Dustin is online most of the day for both work and personal purposes. The web is his main and sometimes only source of media consumption. He uses the web to find information and make decisions related to his day to day activity. Dustin shows loyalty to websites that fill a specific need that he has very well. He also likes to share relevant content with his friends. Once in a while he'll use the web to personalize media content to share.

Psychographics

MOVIE INTERESTS & VALUES

Dustin is interested in movies that are full of action, independent films as well as documentaries. He spends half of his movie watching time with friends and half on his own. He really enjoys being entertained by films and looks forward to the surprise of the plot. Dustin tends not to worry about the legality of the content that he consumes online as long as it's the content he is looking for.

MOVIE ENVIRONMENT

Dustin tends to watch movies and video clips in his home as he doesn't have the extra cash to go to the theater. He tends to rent & stream everything online, however there have been one or two times recently that he's rented a DVD in person.

MOVIE SITES

Dustin uses several different sites. He especially loves his Apple TV because it is so convenient. He likes Hulu due to their vast inventory, Netflix because it's low cost, easy to use and provides valuable recommendations, and Rotten Tomatoes in order to read reviews for films he's interested in seeing.

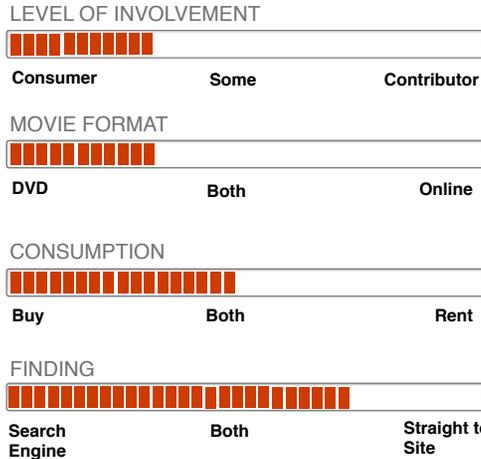
Movie Watching Habits

Joe really likes movies. He is either watching movies that he downloaded or streamed on his computer, or on his iPhone when traveling. He also tends to buy DVDs on impulse from his local Costco. Joe will watch a movie more than once when he owns it or when it's on TV.

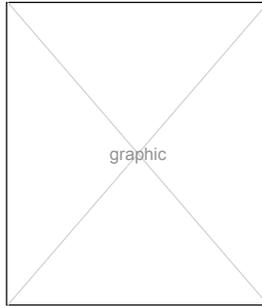
Demographics

- 38 years old
- Married, with 2 young children
- Suburban
- High technical ability

Lifestyle



Joe



Joe is a married father with 2 small children under the age of 4. Most of the time he is found watching DVDs with his family that were purchased for the children. Joe does get the opportunity, although rare, to go out to the movies with his wife for "date night". Joe rarely watches video clips online. However, during the political season, he is often found seeking out scenes that exhibit political satire.

Right after seeing a film, Joe goes directly to Wikipedia to read about the characters, plot, etc. He loves to get the background story on films. Joe also takes the time to search for the movie trailers before going to see a movie and uses solely the trailer to determine if it's a film he wants to see. There are times when a scene of a film comes to mind and Joe wants to re-watch it. He'll tend to go to sites that are familiar to him to find the particular scene he is looking for. However, this is extremely time consuming. Joe wants to find a site that helps him to review the exact moments that he remembers. He would probably even purchase the related film, if it was easy to do. Joe's wife, a Hulu addict, tells him about a site that she just came across called AnyClip. Joe goes there to see what information it provides.

Goal

To find and re-watch movie moments as well as get background information on the particular moment.

Needs

- Comprehensive and precise searching method.
- Background information on the moment that he's watching.
- Up-to-date moment content that relates to current events.
- Vast and up to date database of movie content.
- Proof through consistency, reliability & legitimacy that the service is extraordinary.
- Content related to new releases or movies that he may want to rent.

Tasks

- Search for moments as they come to mind and receive the result he is looking for quickly.
- To browse through and learn more information about the moment he is viewing.
- To find moments that are related to current events.
- To be able to find information after any search he performs.
- To view movie trailers for new releases and potential movie rentals.
- To purchase a film related to the moments he's viewing.

"I need results and I need them fast!"

Web Behaviors

LEARNING STYLES

Joe likes to find the information that he's looking for quickly and efficiently. If the content he finds is reliable and interesting Joe will find himself browsing through to learn more on a topic. He likes to experience something then will read more to get a background of what he just saw/did. Joe tends not to take in information from others regarding content that he wants to engage with.

WEB USAGE

Joe is online a great deal due to his work as well as for personal purposes. He uses the web to consume media if it is meaningful and relevant to a specific topic he is thinking or talking about. Joe isn't really interested in social media, his interests lie in gathering information for himself. For Joe to return to a site, the site has to prove reliable and useful to him. Otherwise, he'll take his information search elsewhere.

Psychographics

MOVIE INTERESTS & VALUES

Joe tends to watch a lot of movies that are targeted at his children. Pixar & Disney take up a great deal of his movie watching time. When alone or with his wife, Joe is watching comedies or blockbusters that he's already investigated online. Joe sees the current legality of content online as a pain. He usually pays for content, but after he does, he wishes he could use it in the ways he needs.

MOVIE ENVIRONMENT

Joe tends to watch movies at home with his family. At times he goes to the theater with work colleagues in a team outing atmosphere or occasionally with his wife. When at home Joe is watching DVDs that he purchased or rented. On the road Joe will watch movies that he downloaded to his iPhone.

MOVIE SITES

Joe uses several different sites. He loves Netflix because the interactivity is awesome, it's a great service and they have an all-inclusive database. Wikipedia is his source for background movie content. He uses Movies.com to look up theater show times. Joe will sometimes watch Hulu over his wife's shoulder.

Movie Watching Habits

To Nancy, movies are just another form of entertainment. She sometimes will go to the movie theater with her child but the majority of the time Nancy watches DVDs that she rented online at her home. She'll watch a movie more than once if she's deemed it a "classic" (i.e. Blazing Saddles).

Demographics

- 40 years old
- Married, one 8 year-old child
- Suburban
- Moderate technical ability

Lifestyle

LEVEL OF INVOLVEMENT



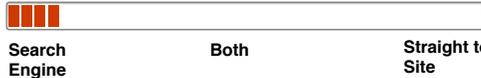
MOVIE FORMAT



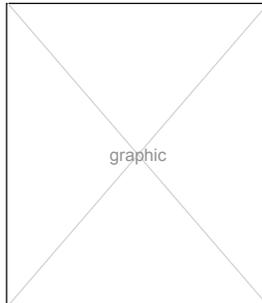
CONSUMPTION



FINDING



Nancy



As a married mother of one, Nancy rarely has time to be entertained. Because of this, she uses Netflix to rent movies online and build her movie collection. Nancy rarely watches TV or movies for herself, but is usually watching content that entertains her husband and child.

At work or when online Nancy can be found searching for funny content that she heard about through friends. She does, at times, search for information on movies. She'll watch trailers or read reviews of movies that she is thinking about renting or she'll read information on characters and actors for movies that she's already seen. The sites that Nancy uses for these actions differ depending on what her search engine returns or what her friends are sending her way. Recently, a friend sent her a link from a new site called, AnyClip. On her first visit there she was able to watch a scene and then add the entire movie to her Netflix queue. Consequently, when searching for a movie trailer she gets a result from this new site again. Nancy, remembering the site, clicks on the result and decides to go back to AnyClip to view the trailer.

Goal

To view funny content that her friends are sharing as well as get information on movies that she wants to rent or has already seen.

Needs

- Content that is funny and entertaining.
- An intuitive way to view movie information, scenes and trailers.
- An easy way to add movies to her rental queue.
- Information to help her decide which movies to rent.
- Additional movie information (actors, characters, etc) that help her choose a movie or inform her of movies she's already seen.

Tasks

- To easily and intuitively watch entertaining moments.
- To watch trailers/clips of films that she's thinking about renting.
- To easily add movies to her rental queue.
- To read additional information about movies, esp actors, in order to become more informed.

"Entertain me!"

Web Behaviors

LEARNING STYLES

Nancy learns by repetition and habit. As she goes through a process more than once she becomes more and more comfortable and her behavior becomes harder to change. Nancy also takes in a lot of information from the network around her. She is not an early adapter of technology, but she'll use items that have been proven to work... and are easy to use.

WEB USAGE

Nancy rarely gets a chance to use the web at home considering how busy her family keeps her. At work, Nancy uses the web to check email and keep up to date, but will also view content that is sent to her by friends. Nancy is an avid searcher when looking for solutions on her own, and constantly finds new sites in this way.

Psychographics

MOVIE INTERESTS & VALUES

Nancy loves action/adventure thrillers. She also finds herself watching classic comedies. Due to her child, G rated films have also become a big part of her life. Nancy usually chooses a film by the actors that are in it. The majority of the time she rents films but has been known to buy a film on impulse if it's on sale. Nancy really doesn't know much about content legality, but tries to do things on the legal end.

MOVIE ENVIRONMENT

Nancy watches the majority of movies at home with her husband and child. She is usually watching the physical DVD, but plans on beginning to stream films once they get the new Xbox. Occasionally Nancy and her family will go to the theater to watch the newest kids' release.

MOVIE SITES

Nancy's information gathering usually starts with her search engine. From here there are several familiar sites that she visits. She'll visit the official movie site to see trailers. Rotten Tomatoes is a site she uses to read movie reviews. IMDB is one she very rarely uses to get additional actor information on movies.