

MediaFLO Automotive Personas

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Introduction

Due to time constraints, the personas that follow are somewhat ad-hoc and only serve as models for a first pass capture of the system design. If time permits, the personas should be followed up with some user interviews and observations. Additional user personas will likely be needed as well in order to finalize all use cases that will need to be documented.

Next Steps

- Identify behavioral variables.
- Map interview subjects to behavioral variables.
- Identify significant behavior patterns.
- Synthesize characteristics and relevant goals.
- Check for redundancy and completeness.
- Expand description of attributes and behaviors.
- Designate persona types.

Persona Set

The Stratton Family

Kevin - Father, 40 - Software Engineer for large multinational

Emily - Mother, 38 - Real Estate Agent

Ethan - Son, 13 - Middle school student

Hannah - Daughter, 11 - Elementary school student



Mid-high income family

Lives in suburbs

Family room with home theater system, game console

TV in master bedroom

No TV in children's bedrooms

Each family member has their own computer

Persona Description | Kevin



Kevin

Aged 40, Software Engineer for a large multinational technology firm. Work and time are important for him. Early adopter and gadget freak.

Environments:

Travels 5% of the time - office based 95% of the time. Works in office and enjoys time at home and doing activities outdoors. Drives to work every day.

Interests/Hobbies:

Loves to watch sports, plays golf and basketball, cycles, plays baseball with his son and helps his daughter with her track events. Very much interested in gadgets.

Typical daily activities:

Meetings, lunch with colleagues, working at desk frequently.

Education:

CS degree from a large public university.

TV Usage:

Listens sometimes while driving to and from work, and if the kids want to watch. DVRs almost everything and watches later on the HD TV. Watches sports live.

Three Core Content Goals:

News, sports, and comedy.

Overall Service Goals:

Follow simulcast games and keep his family happy.

User Scenario | Kevin



Kevin

Kevin turns the bedroom TV on in the morning while getting ready for work so he can listen to the news. He eats breakfast in the kitchen while the rest of the family rush around getting ready for their day. He says goodbye to everyone and gets in his car where he turns on his FLO TV to ESPN and listens to sports analysis during the entire 20 minute commute to his office.

While at work, he will sometimes view online video at ESPN or any number of video websites (occasionally getting a forwarded link from a friend). During his drive home, he will also listen to the FLO TV again or listen to the radio.

During the evening time Kevin is usually too busy to watch TV until after 8 or 9pm, when he'll load his DVR menu and select something to watch. The exceptions are when there's a game on that he wants to watch (e.g., Monday Night Football), and then he will plan his time around that game and watch it live.

Persona Description | Kelly



Kelly

Aged 38, Real Estate agent for a small local commercial real estate company. Family and work are both important to her. She influences all decisions made in the family.

Environments:

Works from home and out in the field showing property. Has a home office but still maintains a physical presence in her company's office at least once a week.

Interests/Hobbies:

Loves to cook and read (belongs to a book club). She also takes weekly yoga classes.

Typical daily activities:

Meetings with clients, showing properties, driving, talking on the phone, picking up kids from school, and running household errands.

Education:

BA degree in english from a small private college.

TV Usage:

Listens sometimes while driving to properties, and if the kids want to watch. She does care about DVR'ing her shows and prefers to channel surf whenever she does sit down in front of the TV.

Three Core Content Goals:

Talk shows, reality shows, and cooking shows.

Overall Service Goals:

Keep the kids under control.

User Scenario | Kelly



Kelly

After taking the kids to school Kelly has an appointment to show some commercial space in the downtown area. The kids usually watch something on the FLO TV in the car when going to school and Kelly will typically change it to the news to catch up on what's going on. If it's a slow news day, then she'll simply listen to the radio. It should be noted that Kelly was the parent who originally set up the parental controls on the FLO TV.

During a break in the middle of her day, Kelly is at home and turns on the Food Network on her living room TV. She watches a show about preparing a Cinco de Mayo feast and then returns to her work.

Later that afternoon Kelly drives over to the school to pick up Ethan and Hannah. They climb into the van and begin to argue about what to watch on TV, so Kelly turns it off until they can learn to compromise.

Persona Description | Ethan



Ethan

Aged 13, Middle school student. Likes soccer, baseball, basketball, and football. Loves gadgets and very much follows in the early adopter footsteps of his dad.

Environments:

Home, school, friend's houses, outdoors.

Interests/Hobbies:

Sports, video games, riding bikes, computers.

Typical daily activities:

Going to school, practice for whichever sport is in season, hang out at a friend's house, play video games and watch TV. Do homework.

Education:

Currently enrolled in middle school.

TV Usage:

Ethan watches a lot of TV and is an expert at programming the DVR, sideloading content from the DVR to his PSP and his own computer. Ethan also watches a lot of online video (since he doesn't have a TV in his room but does have a computer), and also likes to shoot his own video and share with friends.

Three Core Content Goals:

Super heros, comedy, sports.

Overall Service Goals:

Escapism.

User Scenario | Ethan



Ethan

Ethan wakes up and turns his computer on to play some music while getting ready. After breakfast, him and his sister head to school with their mom. There usually isn't any time in the morning to watch TV so he likes to turn it on when they ride to school. Typically, him and his sister compromise on cartoons while there are other times when he wants to see what else is on.

After school, Ethan usually has something to do and doesn't watch TV until his mom picks him up again. He will typically turn on the FLO TV in the car and watch cartoons or sports, while his sister typically wants to watch music videos.

When they get home Ethan has to do his homework first, but usually watches online video while doing so (which his mom doesn't know about). Afterwards, he will head downstairs to play video games or watch some shows he's recorded on the DVR. Other times he'll grab his PSP and play games on it or watch some shows he's synched with it. He usually watches sports on TV with his dad.

Persona Description | Hannah



Hannah

Aged 13, Elementary school student. Likes unicorns, swimming, dance, and playing piano. Also likes gadgets, but primarily gadgets that allow her to communicate and share with her friends.

Environments:

Home, school, friend's houses, outdoors.

Interests/Hobbies:

Music, dancing, swimming, unicorns.

Typical daily activities:

Classes. Lunch with friends. Piano and swimming practice. Dancing in front of the mirror. Hanging out with friends after school and on the weekends.

Education:

In elementary school.

TV Usage:

Hannah watches a little less TV than her brother but is also an expert at programming the DVR and will set it to record a couple of her favorite shows (and to constantly scan for anything involving unicorns). Hannah also watches a lot of music videos online because she has a computer in her room but not a TV.

Three Core Content Goals:

Reality, music videos, teen dramas.

Overall Service Goals:

Escapism and popularity with her friends.

User Scenario | Hannah



Hannah

Hannah wakes up and turns on her stereo to listen to music while she's getting ready in the morning. Often time, she ends up dancing around in her room and is forced to rush getting dressed because she's late. After breakfast, she and her brother head to school with their mom. There usually isn't any time in the morning to watch TV so she likes to turn it on when they ride to school. Typically, she and her brother compromise on cartoons while there are other times when she wants to see what else is on.

After school, Hannah usually has something to do and doesn't watch TV until her mom picks her up again. She will typically turn on the FLO TV in the car and watch music videos or cartoons, while her brother typically wants to watch sports.

When they get home Hannah has to do her homework first, but usually listens to music while doing so (which her mom does know about). Afterwards, she will usually talk on the phone or IM friends and practice her piano. Other times she'll head to the family room and see if any of her DVR'd shows are ready to watch. When she watches TV with the family, it's usually movies or the Food Network with her mom.