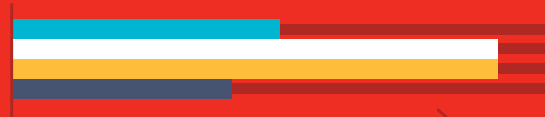


Social ●●●

Control ●●●

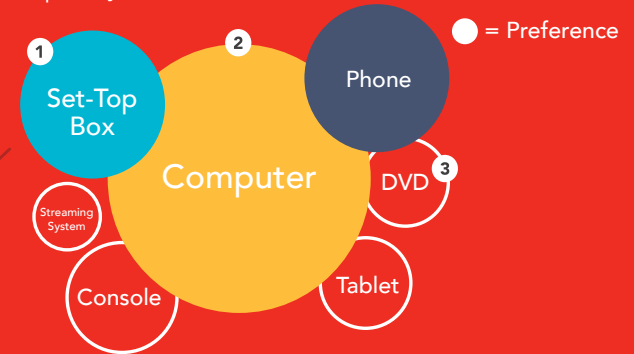
Enthusiasm ●●●●

Content Format (Amount)



- Short (1-10 min)
- Medium (11-30 min)
- Long (31-60 min)
- Very Long (61+ min)

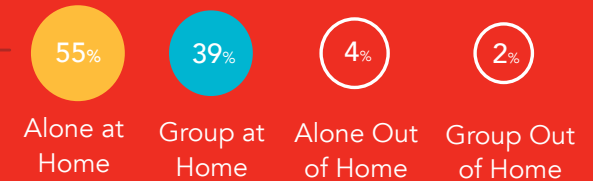
Device Use (Frequency)



Secondary Content (Amount)



Social (Viewing Time)



DEVON, Devoted Demander

"Nothing will get in the way of my viewing."

Devon 39, is a father of two children who are under 10 years old. In the evenings, Devon gathers with his family in the living room to watch their favourite shows. Whether they're sports or reality shows, he likes to be engaged with the content. He often participates in extra activities during or after watching. While Devon prefers the big screen experience, he will use other devices to access secondary content during or after watching his shows.

Content & Social Interaction

- Inclined to participate in extra activities related to his favourite content such as gambling, online competitions, and discussions on social media.

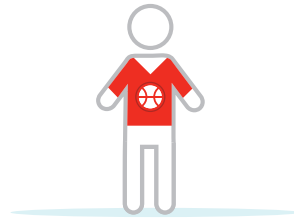
Spoiler Alert!

- Avoids social media and news until he has watched a recorded version of the content. If the outcome is known, he will watch highlights or clips.

Goals & Motivations



Experience the excitement as it happens and to not miss anything.



Be immersed in and connected with the content.



Avoid spoilers.

Design Considerations

- 1 Create curated, secondary content that adds interactivity without distracting from primary content.
- 2 Enable the quick finding of missed content.
- 3 Reduce or eliminate the need to browse to find favourite content.

Leans: Somewhat Back



While Devon will initially browse for content, he will resort to searching if what he wants is not immediately available.

Content Discovery



Content Format (Amount)

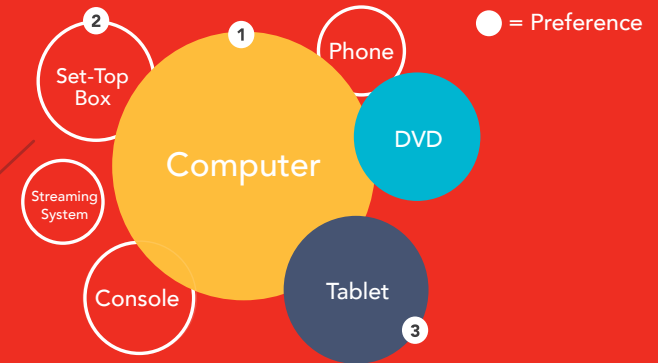


- Short (1-10 min)
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- Very Long (61+ min)

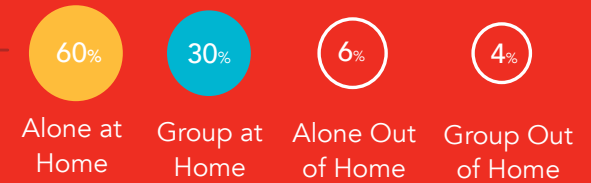
Secondary Content (Amount)



Device Use (Frequency)



Social (Viewing Time)



VICKY, Vocal Viewer

"I enjoy talking to my friends about what just happened on our favourite show."

Vicky, 22, lives with roommates and is finishing up school. She likes to stay on top of the new shows and series that her friends are talking about. When something interesting happens on a show she will share her excitement with others. While she often enjoys the convenience of watching on her laptop in her bedroom or kitchen, she will also sit with others in the living room to enjoy watching as a group.

Experience the Whole Story

- May not be caught up on the latest shows and may already know the outcome but she will watch anyway.

Missed & Recorded Content

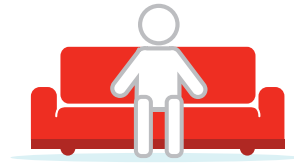
- Will resort to going to the On Demand service, broadcaster website, or will search online if she misses an episode.

- Gets her favourite content for viewing when she has more time, has friends or family over, or if there is nothing else on.

Goals & Motivations



Express opinions/views on content with others, not just friends and family.



Catch up on old shows that are popular, even when she knows the outcome.



Follow the excitement and development of favourite characters.

Design Considerations

- 1 Enable discovery of popular content.
- 2 Facilitate finding new content based on previously viewed content.
- 3 Notify of new, upcoming or favourite content and/or of favourite content that is unavailable.

Leans: Somewhat Back



While Vicky searches for the specific content she wants to watch, she will browse for something else if she is unable to find it.

Content Discovery

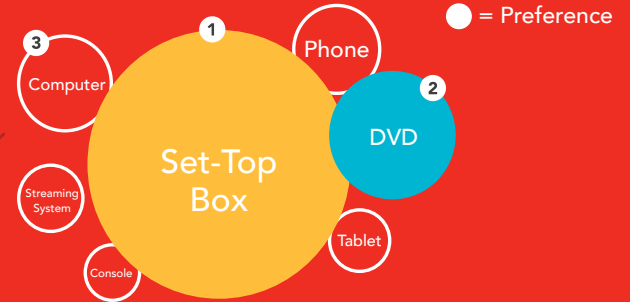


Content Format
(Amount)



- Short (1-10 min)
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- Long (31-60 min)
- Very Long (61+ min)

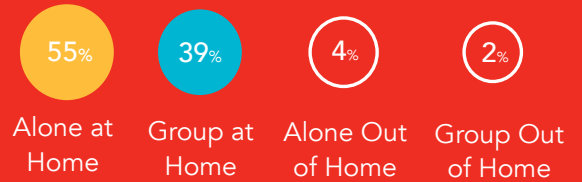
Device Use
(Frequency)



Secondary Content
(Amount)



Social
(Viewing Time)



CATHY, Contented Consumer

"I don't want things to be too complicated,
I just want to watch a few shows."

Cathy, 59, is happy with traditional TV and does not feel the need to seek out new ways of watching. She just likes to turn on the TV in the family room and relax. She has a few favourite shows that she watches regularly when they are aired. Afterwards she will call her older children to discuss what happened. If someone else is watching something, Cathy will sit and watch even if it isn't something she likes.

Favourite Shows

- Will either record a show she's going to miss, watch a version that is playing in a later time zone, or watch a rerun later in the week.

Learning About Content

- Relies primarily on word of mouth from friends and family and information from trailers and commercials to learn about shows she may be interested in.

Goals & Motivations



Connect with friends and family by spending time together.



Unwind by watching a bit of TV, sometimes without knowing what is on.



Enjoy favourite content uninterrupted.

Design Considerations

- 1 Provide support to avoid missing favourite content.
- 2 Facilitate faster browsing of content that is currently available.
- 3 Assist with managing viewing disruptions.

Leans: Back



Cathy relies on the on screen guide to browse and find content. If she can't readily find what she's looking for, she will be upset that she missed an episode.

Content Discovery



Content Format

(Amount)

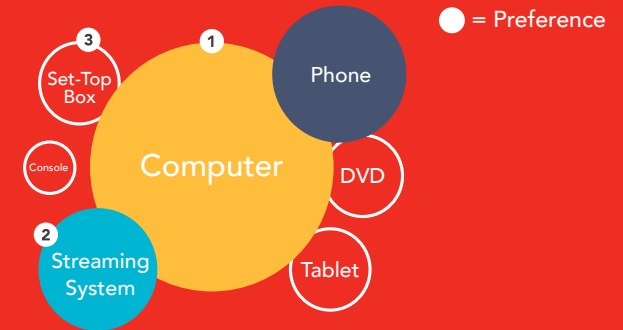


- Short (1-10 min)
- Medium (11-30 min)
- Long (31-60 min)
- Very Long (61+ min)

Secondary Content
(Amount)

Device Use

(Frequency)



Social

(Viewing Time)

**STEVE, Selective Seeker**

"I don't want to waste my time watching something I don't like when there are ways to watch what I want, when I want."

Steve, 27, doesn't like being tied to a broadcast schedule. He will frequently watch content after its initial release. At times, Steve will avoid watching content until the entire season is available so he can watch the whole thing at his own pace. Steve mostly watches by himself and will find out what to watch on his own, without relying on word of mouth.

Personal Experience

- Watches on his laptop or mobile device, but will connect to a large screen TV when binge watching.

On the Go

- Saves a large amount of content, and then transfers it between devices to watch on the go.

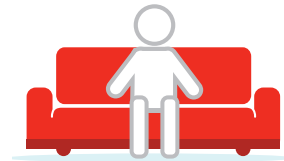
Goals & Motivations



Watch from any location.



Watch content when schedule permits.

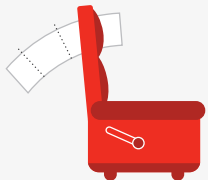


Search for content that is personally relevant.

Design Considerations

- 1 Provide support for viewing on multiple devices and transitioning between devices.
- 2 Enable storage and transportation of content.
- 3 Support searching content through filtering, sorting and facets.

Leans: Forward



Steve predominantly searches for target content, filtering by popularity and reviews.

Content Discovery

