



# BARB JOHNSON

## CORD-CUTTING RETIRED BABY BOOMER

“All that’s ever on TV are reruns and infomercials. My kids told me I should get Netflix.”

“What’s that new show called that they were talking about on the news?”

“I’m not that tech-savvy but I can follow directions.”

**AGE:** 68  
**GENDER IDENTITY:** FEMALE  
**EDUCATION:** HIGH SCHOOL GRADUATE  
**OCCUPATION:** RETIRED, FORMERLY A RETAIL SALESPERSON AND FAMILY CAREGIVER  
**MARITAL STATUS:** WIDOWED, LIVES ALONE  
**CHILDREN:** 2 (3 GRANDCHILDREN)  
**INCOME:** < \$30K  
**LOCATION:** MIDWEST

### FAVORITE TV SHOWS AND MOVIES



**DEVICES USED OFTEN:** IPHONE, IPAD

**SOCIAL MEDIA USED**



### GOALS



- Have a reliable, cost-effective entertainment alternative to cable
- Feel “in-touch” with the world by watching popular or new TV shows and movies
- Create opportunities for family bonding through watching family-friendly content together
- Relate to kids and grandkids by watching and understanding similar shows and movies as them
- Know what’s available to watch with little effort
- Find relaxing movies to watch when unable to sleep at night
- Have entertaining or interesting shows or movies to watch when stuck at home alone because of weather or illness

### CURRENT BEHAVIORS



- Subscribes to a basic cable TV package
- Searches TV channels (cable and local) to find things to watch, often unsuccessfully at certain times of the day
- Rents movies from Redbox, but rental fees add up and become costly
- Checks out DVDs from the local library, but can only check out a limited amount and must remember to take them back
- Watches videos on YouTube to learn new things
- Kids and grandkids bring DVDs to watch when they visit

### INFLUENCERS



1

#### MY FRIENDS

I talk with them about how some of them got rid of cable and are saving money with a streaming service. I feel less intimidated to make the switch when I see others my age doing it without problems.

2

#### MY CHILDREN

They use streaming services and make me interested to try it myself because I trust them and believe they would help me learn how to use it.

3

#### TRADITIONAL MEDIA

I see reports on the popularity and quality of shows and movies made by streaming services. These news sources make me feel like I might be disconnected from the ways of the world and pique my interest in the content I’m missing out on.

### ENVIRONMENT



1

On a Roku attached to my bedroom TV while battling a case of insomnia at 2 a.m.

2

On a smart TV in my living room when my grandkids are having a slumber party at my house.

3

On an iPad on my dining room table while I am doing bills for the month.

### MOTIVATING FACTORS

- Don’t have to watch commercials
- Save money compared to cable
- Don’t have to leave home to attain entertainment options
- Always have something to watch at any time of the day

### INHIBITING FACTORS

- Nervous about change and switching from cable, fears losing local channels and news
- Not native to streaming technology
- Internet goes out sometimes and would have nothing to watch during those times

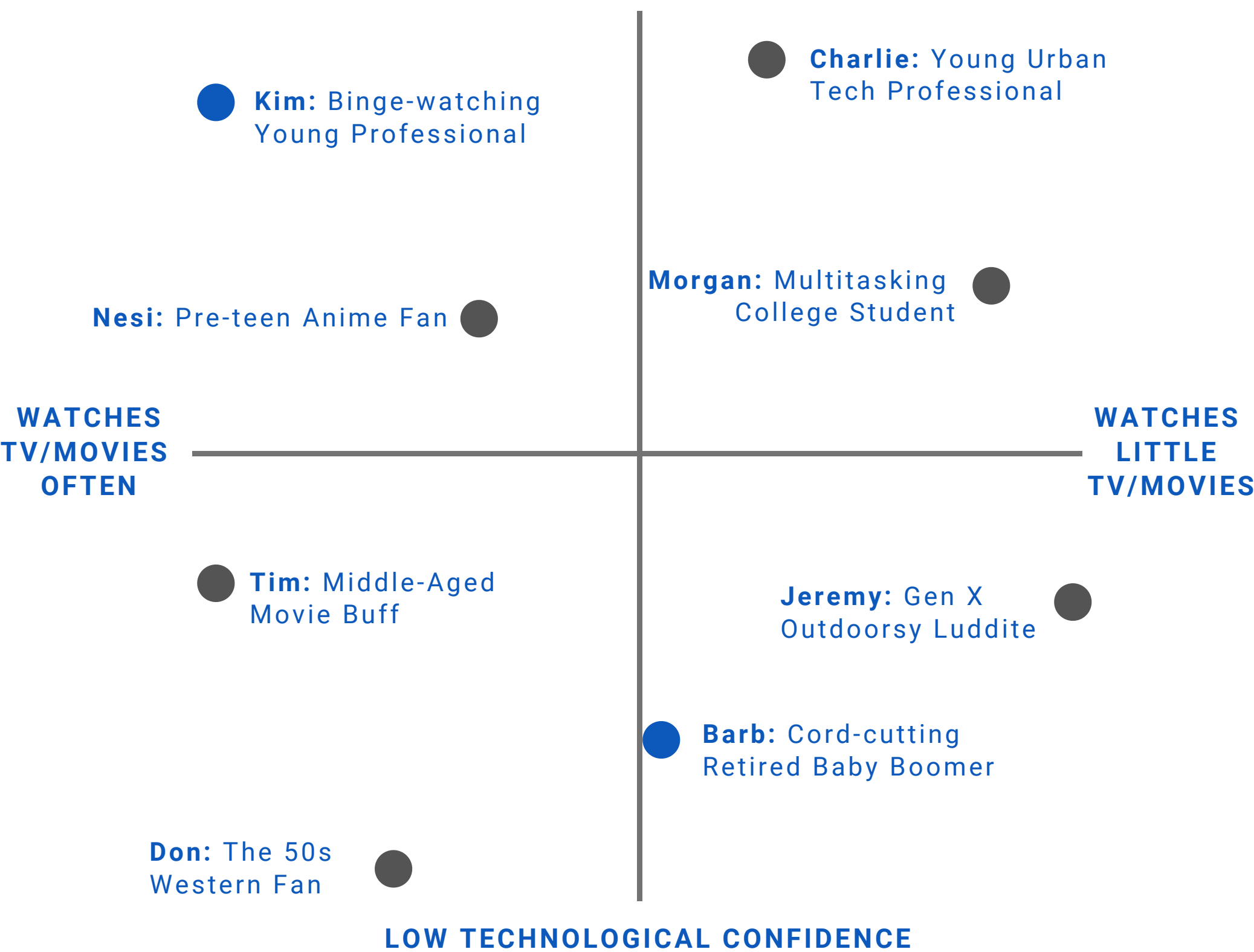
### POSSIBLE TRIGGERS

- Cable bill goes up
- Buys new TV that has streaming capabilities
- Injury or illness causes housebound status for a while
- and boredom

### RELATED PERSONAS

- **Tim:** Middle-Aged Movie Buff
- **Nesi:** Pre-teen Anime Fan
- **Charlie:** Young Urban Tech Professional
- **Morgan:** Multitasking College Student
- **Jeremy:** Gen X Outdoorsy Luddite
- **Don:** The 50s Western Fan
- **Kim:** Binge-watching Young Professional

### HIGH TECHNOLOGICAL CONFIDENCE



### LOW TECHNOLOGICAL CONFIDENCE

