



# KIM SHEPHERD

## BINGE-WATCHING YOUNG PROFESSIONAL

“I can be obsessive over TV shows. I love to be able to watch episodes back-to-back for hours.”

“My TV’s always on, but I’m not always watching it.”

“I hate having to make decisions. It’s stressful and time-consuming.”

**AGE:** 30  
**GENDER IDENTITY:** FEMALE  
**EDUCATION:** BA IN THEATRE, PURSUING MS IN INTERACTIVE MEDIA & COMMUNICATIONS  
**OCCUPATION:** SOCIAL MEDIA MANAGER  
**MARITAL STATUS:** LIVING WITH PARTNER  
**CHILDREN:** 0  
**INCOME:** >\$50K  
**LOCATION:** NEW ENGLAND

### FAVORITE TV SHOWS AND MOVIES



**DEVICES USED OFTEN:** IPHONE, MACBOOK, ROKU, GOOGLE HOME

### SOCIAL MEDIA USED



- Find engaging TV shows that can be watched for days or weeks to minimize the need to choose new content on weekday evenings after work
- Access to TV shows for playing in the background while busy cleaning, cooking, using social media, trying to fall asleep or for comfort while home alone
- Understand easily what a series or movie is about
- Find and decide on what to watch quickly to maximize time relaxing
- Get content recommendations categorized by genre that I’m in the mood for
- Discover new things that fit viewing tastes
- Pick new movies for date nights with partner



- Owns DVDs of TV shows that are watched over and over
- Goes to the movies with partner, but not often because of time limitations
- Listens to music or podcasts while doing things at home, but does not find these as enjoyable as the storytelling and characters offered by TV shows
- Has a Hulu subscription, but many of the TV shows are not binge-able because episodes are missing or added weekly as they air
- Has Disney Plus subscription, but does not have as many shows or new content to watch and finds it frustrating to find things on the platform and to deal with frequent technical problems



- 1 MY BOYFRIEND**  
Influences what I choose to watch because we often watch TV together and we share expenses so, we must agree on what to purchase and use.
- 2 MY COWORKERS**  
We often talk about movies and shows they watch during casual conversation in the office. I become interested in these things because I trust their tastes and like to have things in common that I can talk with them in the future about.
- 3 SOCIAL MEDIA**  
It plays a big role in introducing new products to me, including movies and shows. When I see other people (friends, celebrities) like me interested in something on my feeds, I am more likely to be open to it and explore further.



- 1** On a smart TV while sitting on my couch eating takeout and watching a movie on a Saturday night with my boyfriend.
- 2** On an iPhone while stuck in traffic as a passenger in a car on a road trip to visit family on Thanksgiving.
- 3** On a laptop sitting on the kitchen counter while unloading the dishwasher and doing the dishes.

### MOTIVATING FACTORS

- Having access to a large content library to explore
- Relaxing in the comfort of own home while watching
- Ability to watch anywhere on multiple types of devices
- Functions that make finding things quick and easy

### INHIBITING FACTORS

- Too much effort or clicks required to get to watching content
- Can’t learn what content is about easily
- Overwhelmed and stressed by the need to decide what to watch
- TV series with few or missing episodes
- Already subscribed to other, cheaper streaming services

### POSSIBLE TRIGGERS

- Platform exclusive content released
- Wanting new content options to watch
- Technology problems with other streaming platforms

### 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
- **Barb:** Cord-cutting Retired Baby Boomer

