

# Redbox Movie Rental User Personas



Kristen Sienkiewicz  
HCI454 – Interaction Design  
April 21, 2010

## Persona: Anna Rogers



Quote: "I watch a movie every weekend, usually chick-flicks"

### Narrative:

Anna is a 34 year old single mother with two kids, 6 year old Kevin and 8 year old Kelsey. She works as a nurse in a hospital in the Chicago suburbs and lives in a small house nearby. A neighbor watches her kids before school since Anna has to get to work at 6am every day. The rest of the time Anna takes the kids with her anywhere she has to go to avoid having to get a babysitter since money is tight.

Anna shops for groceries at Jewel which has a Redbox machine inside. She typically does her major grocery shopping on weekends and will let the kids pick out a movie from Redbox as a reward for behaving while she shops. She also gets a movie for herself to watch after the kids go to bed at night. Anna loves to cook so she sometimes makes other trips to the grocery store during the week if she's trying a new recipe or runs out of something she needs or to drop off her Redbox movies.

### Goals & Motivations

- Saving time and money
- Wants to keep the kids entertained so they don't fight
- Wants to know what new kids movies are out on DVD
- Loves to have quiet time to watch a movie after the kids are asleep

### Frustrations

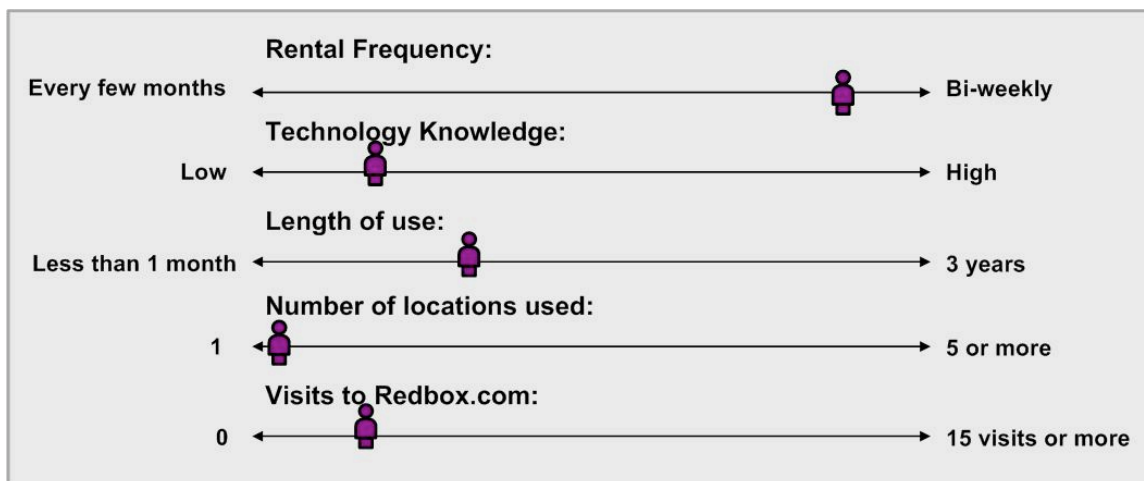
- Doesn't like long lines at stores, she wants to get errands over as quickly as possible
- Doesn't feel comfortable with technology, easily frustrated with computer issues

### Activities and Tasks

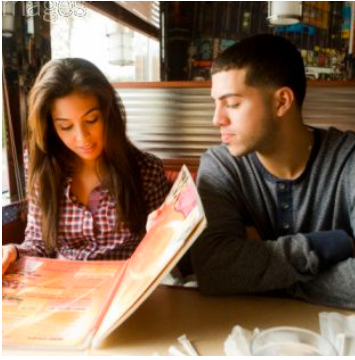
- Browses for multiple movies on the Redbox kiosk while in the grocery store
- Returns movies to Kiosk in grocery store

### Roles

- Primary purchaser/renter of entertainment for family



## Persona: Robert Lopez



Quote: "I rent a lot of new movies, mostly action but sometimes I have to let my girlfriend pick."

### Narrative:

Robert is 26 years old and lives in the Chicago suburbs. He has been dating his girlfriend Valerie for almost a year. Robert works in a corporate office and Valerie is a part time student and works as a receptionist. They spend a lot of time together, going out with friends often but also like to enjoy a night in watching a movie.

At least 2 or 3 times per month Robert and Valerie will rent a movie from Redbox. They most often use the kiosk inside the Walgreens near Valerie's parents house or the one outside the Thornton's gas station near Robert's apartment but will stop at other locations when they're out. Occasionally they will check online to see if a certain movie is available but more often they will stop and browse for a movie on the kiosk together. Robert likes action movies and Valerie prefers drama so sometimes it takes them a while to agree on a movie.

### Goals & Motivations

- Wants to find a movie he & Valerie will both enjoy
- Likes to see new releases as soon as they come out on DVD
- Will stop at different kiosks if he is out and see one in the area

### Frustrations

- Sometimes the newest movies are out of stock
- Often has to wait in line at Walgreens while other people browse & check out movies
- Doesn't like to wait to return movies, he often returns them on the way to work

### Activities and Tasks

- Browsing & renting from indoor or outdoor kiosks
- Reserving movies online to pickup at a kiosk
- Returning movies to a kiosk

### Roles

- Kiosk movie renter and occasional online user

