

Persona: Justin Time

Goal: App automatically downloads content for offline use during layovers and work hours. App manages itself with little intervention.

ACTION	Prepare for Work	Fly (work) to location	Layover	Fly (work) back to home	Relax at home
TASK LIST	<p>A. Check phone as they wake up for messages and news. B. Put on uniform, pack suitcase. C. Drive to work, listen to music and podcasts.</p>	<p>A. Go through the airport to airplane location. B. Take off from location. C. Listen to media on phone and watch movies.</p>	<p>A. Check for updates relating to weather at location and plane. B. Take a short nap.</p>	<p>A. Take off from location. B. Continue listening to media on phone and watch movies.</p>	<p>A. Submit paperwork relating to flight. B. Check for location flying to next day, weather, and look for content to download.</p>
FEELING ADJECTIVE	<p>Fatigued from odd sleep schedule. Rushed to get ready and go to work.</p>	<p>Preoccupied on making sure plane is ready by filling out paperwork, fueling, and feeling the plane. Focused when flying, bored with lack of content.</p>	<p>Focused on making sure weather and plane is alright. Concerned with finding a good wifi signal to redownload content.</p>	<p>Content while flying, angry as content has not loaded correctly on phone and is left without adequate entertainment again.</p>	<p>Fatigued from another long work day. Tired and wants to destress, but need to do chores and get ready for next day.</p>
IMPROVEMENT OPPORTUNITIES	<p>App gives push notifications about any updates and what content was downloaded/removed. Notification would include a vibration for those hard of hearing, and be in a simple sans serif font for those with dyslexia or other similar impairments.</p>	<p>App would have the ability to draft comments to blog posts that would post later with wifi/4G. App would also readily have new streams, music, and articles ready to listen to and read.</p>	<p>If there is a slow connection, app will revert to a simpler design and request changes in content downloaded/deleted from user for ease of mind.</p>	<p>User would be content with previous changes. Make sure app is optimized for flying with the ability to switch to a simplified media player.</p>	<p>App can be silenced for push notifications so that user can destress and relax.</p>



Justin Case [he/him]

Age: 35

Education: Associate Degree

Hometown: Portland, Oregon

Family: Partner

Occupation: Pilot

“Being stranded in the sky without any music is a nightmare. It would be nice to have a reliable app that always has something to do offline.”

Goals

- Justin would like an app where it would be possible to automatically download new content when available.
- He would also like the app to include new content regularly. Otherwise has no interest to keep using app.
- Would like to be able to like and dislike content.

Frustrations

- “Similar music apps will delete downloaded content when updating without a notification”
- “My apps won’t recognize downloaded content”
- “A lot of apps lag and take too much space on my phone.”

Justin is a pilot who regularly works night shifts at his airline. Due to the long hours, delays, and layovers, he uses his phone quite a bit downloading music, tv shows, and games. Because of this, he would like an app that would regularly download content automatically. He dislikes when apps take too much space on phone. Justin has a particular fascination with VH1 from the late 80s and the Myspace, and likes to follow similar movements online.