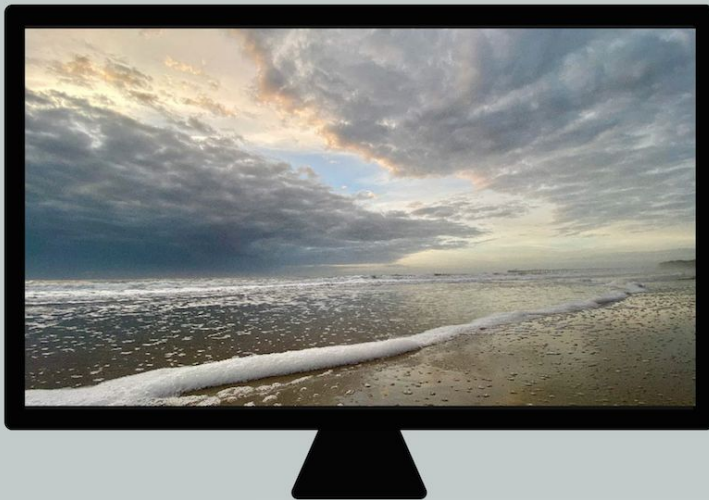


# PictureWindow

UX Map

Is it a picture?  
Is it a window?  
It's a **PictureWindow**.



# TARGET AUDIENCE



## **THE YOUNG PROFESSIONAL**

Meet Chuck Bass. He is in his mid twenties, loves his independent lifestyle, and relies on his Roku PictureWindow channel to impress his guests with dynamic screensavers. It instantly makes his bachelor pad more luxurious and glamorous. His main motivation is to impress.



## **THE MOM**

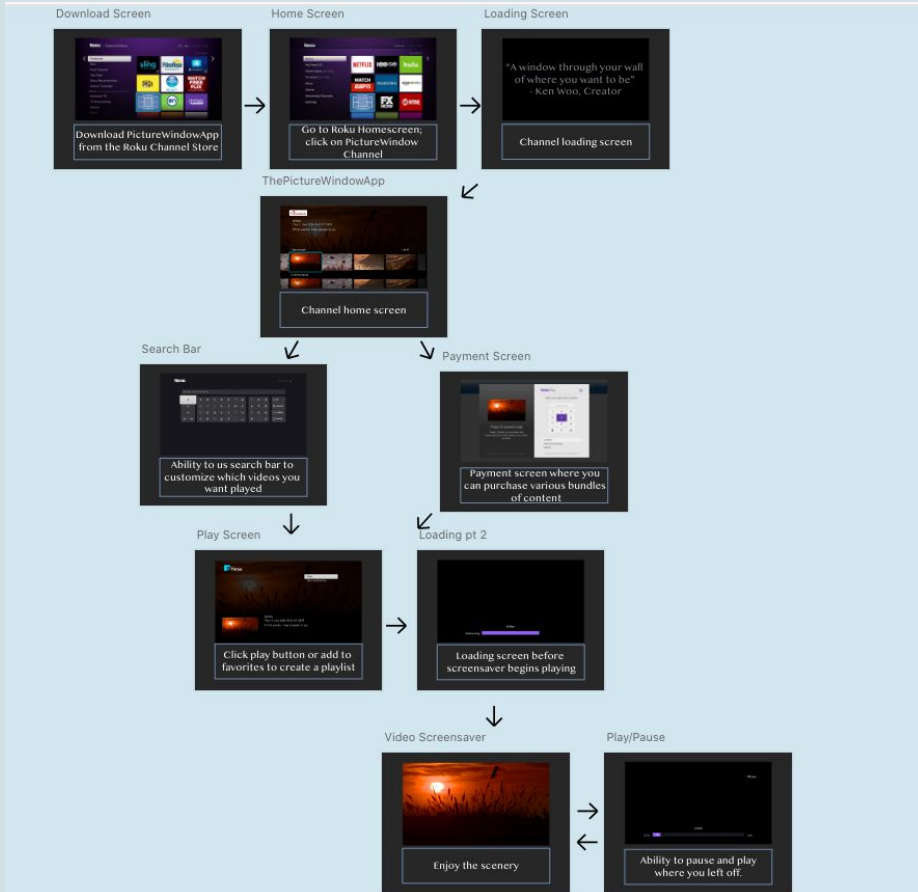
Meet Susan. She is a stay at home mom whose main concern is raising her three children. She loves her PictureWindow app because it keeps her household looking nice and gives her newborn baby something to admire while he's rocking in his bouncy chair. Her main motivation in life is family.



## **THE RETIRED**

Meet Bob. He is a recently retired man in his 60s. He loves his slower pace of life and typically stays at home. But, he misses seeing all of the views the world has to offer. This is why he loves his PictureWindow app because it shows him all of the beautiful scenery from all over the world.

# UX MAP



LINK TO FULL UX MAP:

<https://xd.adobe.com/view/57c7f0f9-24a7-48e0-5810-d7274b6ae0cf-21f6/>