



Alex McClintock The Mainstreamer

Age: 27

EXPERIENCE GOALS

- Watch a random episode or clip
- Watch an episode or two with my friends
- Find that episode with that one quote and watch it
- Watch the latest episode
- Put on a channel or playlist while I'm working or falling asleep

I'D LEAVE IF...

- I can't find a decent video in about 4-5 tries
- Video quality is crappy
- Glitches make the site/video unusable
- There are so many ads that it disturbs the viewing process

I'D STAY LONGER IF...

- There were some nostalgic feature I could browse and be reminded of good memories
- There were a feature that would help me rediscover favorite episodes I'd forgotten about
- The random episode feature could learn what I like and make a custom channel just for me

“I totally bonded with my buddies while watching South Park... I still enjoy coming back every so often.”

MY STORY

When I was in college, I totally bonded with my buddies while watching South Park. It was just one of those rituals we had once a week (or more). In fact, we still get together sometimes and watch the show over pizza. More often, though, I'll want something on in the background while I work or when I'm going to sleep, and South Park is one of the shows I watch during those times. It's easy to stream from the website, and I love the random episode feature because I'll likely find something I enjoy with a couple clicks. I'm definitely more active on the site during the regular season, but I still enjoy coming back every so often during the rest of the year. At this point I know there are a lot of great episodes that I would enjoy revisiting, though I can't necessarily remember them by name or season, so I'd love better ways to search or browse.

I MIGHT USE...



PHONE



TABLET



LAPTOP



TV

I'll watch episodes in bed or look things up while watching on TV

Most of the time I'll watch on my laptop, 'cause that's where I work

I don't visit the site directly from my TV, but I will plug my laptop into it

I VALUE:

FRIENDSHIP

FAMILIARITY

NOSTALGIA



Eddie Moran The Devoted Fan

Age: 24

EXPERIENCE GOALS

- To watch the latest episode
- To interact with other fans, including several who are real life friends
- To contribute to the wiki
- Inspire young or new members of the fan community
- To keep up to date with South Park, Matt, and Trey-related events

I'D LEAVE IF...

- I felt like the fan community was being cut off or exploited
- Advertising on the site increased – it's already kind of a pain
- The community got overrun by jerks or idiots

I'D STAY LONGER IF...





- There were more contests or fan-oriented campaigns
- I had a really good discussion going in the forums
- I felt that I was improving the site experience for other people who might not know as much about the show as I do

“I’m... impressed by the fact that [the show is] still edgy and relevant.”

MY STORY

I am a South Park Super Fan. I started watching it when I was 8. I had to sneak into the den late at night when I was supposed to be in bed, but it was worth the risk to be able to tell my friends all about it the next day. I still get a little thrill when I watch an episode for the first time. These days, though, I’m more impressed by the fact that it’s still edgy and relevant. Matt and Trey tackle current events and issues better than anyone. In a word, the show is genius, and it has only gotten better over time. The other thing I love about the series is that it attracts a lot of other folks like me, who are kind of geeky and smart, and want to make a difference in the world. I’ve met some really cool people in the forums and at conventions like ComiCon who are also big fans of the show. I like posting in the forum and contributing to the wiki as a way to maybe inspire other people the way I’ve been inspired.

I MIGHT USE...

-  **PHONE** If I need to look up a quote or show someone an episode synopsis
-  **TABLET** I’ll watch the odd episode on my iPad or use it while watching TV
-  **LAPTOP** This is my go-to device for contributing to the wiki or forum
-  **TV** I watch first-run episodes, or I’ll load up the site on my Xbox sometimes

I VALUE:

GEEKINESS

COMMUNITY

INSPIRATION

VALIDATION



Marjorie Keats The On Again, Off Again

Age: 31

EXPERIENCE GOALS

To watch new episodes during the regular season

To catch up on episodes I've missed

To sometimes share funny clips with my friends

To re-watch favorite or personally meaningful episodes

I'D LEAVE IF...

There were no new content

I had to sign up for an account in order to basic things

I couldn't easily figure out which episodes I'd missed and add them all to a playlist

I'D STAY LONGER IF...

I had more time to kill and I got great suggestions of what to watch next

There were some feature that encouraged me to get nostalgic

If there were a way for it to track which episodes I haven't watched and present them to me as a playlist

“I used to watch it during slumber parties... I don't know if I would call it one of my favorite shows at this point, but I do like to keep up with it.”

MY STORY

I remember when South Park first came out, and it was like a TV revolution. Everyone was talking about it, how over the top it was and all that. I used to watch it during slumber parties as kind of a raunchy, daring thing. Most of them stopped watching after a while, but for whatever reason I kept getting pulled back in. I don't know if I would call it one of my favorite shows at this point, but I do like to keep up with it. It's sorta like those satirical news shows that just keep me up to date on current events and who say things that no-one else is willing to say. I also have my favorite episodes that I like to rewatch every so often, but that's really only like once a year or whatever. I'm happy that South Park is still a part of my life and that it's so easy to access, but I don't really feel the need to spend more time with it than I do.

I MIGHT USE...



PHONE



TABLET

I'll watch an episode or two on my girlfriend's iPad while she's working



LAPTOP

When it's just me at home, I'll watch the latest episodes on my laptop



TV

I VALUE:

NOSTALGIA

FRIENDSHIP

FAMILIARITY



Valerie Tan The Newbie

Age: 17

EXPERIENCE GOALS

- To watch episodes with my boyfriend
- To explore past episodes and seasons to discover cool stuff
- To watch popular clips so I keep up to date on current trends
- To understand the historical context of the episodes I was too young to remember

I'D LEAVE IF...

- I couldn't get videos to play
- There were a bunch of recommended videos in a row that I didn't like

I'D STAY LONGER IF...

- I saw something else, like another episode, that looked interesting
- There were a "Safe" channel full of clips that wouldn't gross me out
- There were a bunch of trending clips that I could just watch all at once

“South Park is a show that has been around for as long as I can remember... but I was never interested in watching it until recently.”

MY STORY

South Park is a show that has been around for as long as I can remember, and of course I see the characters everywhere, but I was never interested in watching it until recently. I started dating this guy a month or so ago and he's a pretty big fan of the show. He likes to do impressions of the characters with his friends and he posts clips all the time as status updates on Facebook. I started watching some of the clips to see what he was trying to say, and a couple of them were really funny! I've already looked at the episode timeline on the site and watched a few more clips, and my boyfriend is going to send me a few episodes that he thinks I should check out; I'm hoping we can watch them together. There are a lot of episodes to get through, but I'm impressed by all the funny or interesting events that were included. It's like a mini history lesson just watching this show.

I MIGHT USE...



PHONE

I'm always checking Facebook and clicking links posted by friends



TABLET



LAPTOP

This is my main computer, so I socialize here as well



TV

I VALUE:

CONNECTION

TRENDS

NOVELTY

CONTEXT



Markus von Schott The International

Age: 22

EXPERIENCE GOALS

To watch episodes subtitles or sometimes in German

To learn what I can about American culture and language

To find other fans around the world

To share German culture with fans who think we're only into "scheisse porn"

I'D LEAVE IF...

The content were no longer available in my country

I'D STAY LONGER IF...

There were more community-oriented features

There were more opportunities for me to generate my own content

"I really like South Park because it's so much funnier than any shows we have here in Germany."

MY STORY

I'm german, and I really like South Park because it's so much funnier than any shows we have here in Germany. I think that many folks here are afraid to stick out too much and the TV shows are the same way. South Park, though, pushes boundaries and talks about issues that don't always apply to my life, but at least I can appreciate them. I think of the show as a great representation of American culture and American life. I also like to use it to improve my English. I like to watch it first in German, then in English with subtitles. I've learned a lot of good slang terms this way! Good job, guys, keep it up!

I MIGHT USE...



PHONE



TABLET

If I'm laying around on my couch, I will probably watch on my tablet.



LAPTOP

Most of the time I will watch on my laptop.



TV

I VALUE:

DISCUSSION

CULTURAL EXCHANGE

SELF-EXPRESSION