

# PEABODY AWARDS APP

B E T A U X D E S I G N

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# Potential Users

## Movie and Media Enthusiasts

The majority of the Peabody App's users will be people of a variety of professions who regularly keep up with entertainment news, whether it be music, movies, or broadcast. These users will likely utilize social media and specific apps from companies such as E! News and the Academy Awards, as well as social media profiles from celebrities themselves. Generally, celebrity appearances heighten the appeal of products for these users.

## Film and Broadcast Experts

A smaller percentage of the Peabody App's users will be experts in the entertainment industry who use the app as they watch the awards, or who use the app to update themselves on the latest news from the Peabody's. This group will be more familiar with the prestige of the awards, as they have dedicated a career to understanding awards and organizations such as this one.

# Beta UX

Link to Marvel: <https://marvelapp.com/6115d16>

