**­­­­­­Demographics:**



**Profile Attributes  
Name: Bob**

**Age: 30:**

**Job : Sales Manager**

* *He is born in the US, but work in UK just now.*
* *He is a huge basketball fan.*

**Behaviours:**

* *With time different he can’t watch his team live, so he check the scores in the morning to find out the result.*

**Needs and goal :**

* *An app to keep him update on the scores*
* *to check the team’s position in the league*
* *to check the transfer new*