# Nav Smith

Nav is a 35 year old NBA fanatic, a fan of the Toronto Raptors for 14 years. He lives with his wife and his 12 year old son (who is also a fan of the Raptors), Raj, in Downtown Toronto. Every day after Raj comes home from school, Nav takes him to basketball practice. He loves having beers with his friends at the local pub and loves playing pool. Self employed, Nav is a successful business owner of Vex, a growing tech business that provides tools to assist in the reading of the market. He owns shares in several companies such as Tesla and Amazon. With his keen sense in statistics and the stock market, he has been largely profiting and is living a lavish lifestyle. Although Nav is knowledgeable about technology, he is unaware of the latest apps that are available in the market. He has a facebook and twitter account, however, he does not check them very often. He does use a few sports betting apps, employing his vast knowledge in the rosters and odds to acquire some extra profit on the side. He has made hundreds of dollars in winnings and loves to boast his analytical skills in the sport to others.

Nav exhibits excellent communication skills and loves a good debate. He regularly finds himself in heated debates when determining winning odds for games and usually wins them. Nav is impatient with incompetent people trying to argue against him and wishes he had some type of measure to display his competence and credibility, flaunting it on social media websites like twitter. Nav frequently travels from place to place for business purposes and wishes that he could check live scores and game outcomes using the platform, where people could also discuss the outcomes of the game. He is also in frequent meetings with his clients and hence wishes to receive notifications from the app on important game updates instead of having to open the app every time. Finally, he also wishes to engage in some trivia in his free time through the platform.

# Ryan Brown

Twenty-one-year old Ryan, a student in psychology at Western University, was born and brought up in London, Ontario his entire life. He moved out of his parent's house when he was 19 and now lives in a house of 4 with his friend's from university. He is witty, smart and very amicable, making conversation with anyone he meets. He also enjoys listening to music and is learning how to play drums in his free time. His father, Aidan is a sports enthusiast and played College basketball when he was young. From before Ryan could even walk, Aidan would take him to watch the Raptors play, teaching him about the game. His family gathered in front of the television every game night, almost like it was a tradition to support the Raptors. They still do so whenever Ryan visits them.

Ryan's roommates love watching NBA. However, he is the only one who supports the Raptors. His roommates support other teams among which are Lakers, Bucks and Cavaliers. His roommates and he often debate on the result of a game and sometimes make predictions about the outcomes of a game. Usually, the losers buy pizza. Ryan is fairly accurate with his predictions and hence is often the one eating pizza instead of paying for it. This comes as no surprise as he grew up watching the game.

Along with school, Ryan works part-time at Sketchers as a salesman to pay rent. His amiability and excellent communication skills make him a great salesman. He works four times a week for 6 hours in each shift. The store hasn't been too busy due to the pandemic and so his colleagues and he spend a lot of time chatting with each other. His colleagues are Leafs fans and don't know much about basketball. As a result, he doesn't get to discuss the previous day's game with anyone but his roommates, who are often busy with school work. As a tech-savvy young man, Ryan often spends a lot of time on his phone browsing social media apps regarding movies, social influencers and sports. He has a paid subscription to SportsNet to receive any updates about sports like hockey and basketball.

Ryan wishes there was a platform where he could interact with other sports enthusiasts who share the same level of knowledge as him and where he could learn from more experienced analysts. He would like to debate with people about different topics regarding the game through the app as he is not confrontational and doesn't like doing so in person. He would also like to play trivia to improve his knowledge about the game. Additionally, he wants to be able to rank himself amongst others on the platform based on his knowledge about the game.

# George Bernard

Sixty-eight year-old George is the father of two children and the grandfather of six. He lives with his wife, Mary, in Ottawa. In his younger days, George often played basketball with his friends, some of whom he is still in contact with. When he started his career in the agricultural industry as an agronomist, he didn't have time to play basketball or follow its news. However, he rarely missed a match on TV. Since he retired, George has more free time to do what he enjoys such as cooking, reading and watching sports.

George likes to watch basketball on TV with his family and friends. He never watches a game on his phone, unless someone sets it up for him. George is not adept at technology. Although he owns an IPhone, he uses it primarily for making and receiving calls, messages and taking pictures. At least once a week, George and his wife Mary go to a nearby park with a pair of binoculars for bird watching. He sometimes finds himself coming across unique birds, which he takes a picture of using his IPhone. He always shares these pictures on his family group for everyone to see and loves feedback about the pictures he has taken especially from his daughter Linda, who is a professional photographer.

He doesn't like social media platforms, such as Facebook and Twitter simply because their usage is too complex for him. His main window for learning tech is Tony, his twelve-year-old grandchild who frequently visits him and helps him navigate his way around the phone. Tony enjoys spending time with his fun loving, kind and loving grandfather George and loves listening to his stories about his life. They often also watch NBA games together, where George teaches Tony about the game.

George wishes to take advantage of the vast online community to discuss basketball. However, according to him, most of the apps in the market are too complicated and don't provide much functionality. He wishes for an app which is very intuitive and easy to use. He also wishes for a short tutorial on how to use the app which he can refer to at any time if he needs to do so. Since George is unable to discuss games with many people, he wishes for a commonplace where he could chip in his input regarding the game. Additionally, he wishes to be able to make picks and predictions about various aspects of the game through the application. Finally, he wishes to improve his analytical skills by viewing statistical outcomes of each game and discussing it with others.