**Personas – NYSL Mobile APP**

1. **Persona 1**

**Who the story is about- attitudes, motivations, goals, pain points**

Parents of James, a 9-year-old boy that just moved to one of the Northside Chicago neighborhoods. James was an active soccer player in Boston, where they moved from and now his parents are looking into options to enroll James to a Youth Soccer Club. James is a very promising football player and soccer is his main passion, so his parents are devoted into finding the best Soccer League for him out there.

1. **Scenario**

**When where and how the story of the persona takes place – how they behave**

James’s parents are researching all the Youth Soccer Leagues available on the Northside Chicago and NYSL will be one of their most important options. They will check how committed the club is, how consistent they are with their games; they will check schedules and locations to make sure that the fields are in a good location and accessible and they are well maintained. They will check the scheduled times of the games to make sure they match their available slots to watch James’ games. They would like to see that the team is competitive and that they are being trained well. They are looking for a motivator coach with great communication skills and they want to know by looking at the website that there is a good flux of information and communication.

1. **Why the persona is taking action**

James’s parents will take action and ask for more information about the team, their goals and the enrolling process - if the information displayed on the mobile app is accurate and meets their needs from the scenario and also the contact information are displayed and easily accessible. The app needs to be simple and concise, showing the NYSL at their best – promoting their success and future goals, scheduled times and locations; how to get there, and how far it is from their home or office.

Contact info must be easily accessible and with one button must enable setting an appointment or asking for more info – register.

1. **Persona 2**

**Who the story is about- attitudes, motivations, goals, pain points**

Linda is one of the team’s greatest football players, however she got injured last week and she broke her ankle. Linda is a 9 year old girl from Northside Chicago who has been with NYSL since she was 7years old. She is in love with football and the games are the highlights of her week.

1. **Scenario**

**When where and how the story of the persona takes place – how they behave**

This unfortunate injury event will keep her on the bench for at least 2 months. NYSL is currently fighting to win the league and any game counts, especially for Linda who has devoted so much time into becoming one of the best assets and bring NYSL so close to winning their first title.

As she is unable to play and there is a school break, her parents sent her to her grandparents for the next month as they live in the country side and they consider it to be a better way to enjoy the nature.

Linda however is quite distressed as she will not be able to watch the games.

1. **Why the persona is taking action**

Linda will be accessing the app to check all the games, the results, the goals and who scored and when are the next games. She will look for the stats and standings and she will check who NYSL is up against next. She will probably want to know how the other teams are doing. She would like to know any news or any information in relation to her teammates or NYSL.

1. **Persona 2**

**Who the story is about- attitudes, motivations, goals, pain points**

Maria is a 45 year old mom of two – Diana and Richard. Diana is 10 years old and she takes swimming classes and Richard is 8 years old and he is a goalkeeper at NYSL. Maria is a successful business woman who co-founded one of the most important SaaS companies in Chicago. She is a very busy woman, however she makes time for her kids activities. She is always on the go and joggles between family and work so being very structured and well organized is very important. She is divorced but sharing the custody of the children – her ex is having the kids during the week and she is having them on the weekend. That is way for Maria is extremely important not to miss any of the major activities in her kids’ life.

1. **Scenario**

**When where and how the story of the persona takes place – how they behave**

Therefore, for Maria is crucial that the information in the app is 100% accurate and concise, and no element on the screens would bring any doubts or confusion.

1. **Why the persona is taking action**

She will check for accurate game times and locations, any updates in relation to the unpredictable events like weather that would cancel or postpone the game. She would like to know the teams playing and maybe if there is any parking available at the game location.

Audience:

* + Parents of children
  + Teachers
  + Children that are players
  + Friends of children that are players
  + Coaches
  + Sponsors
  + Advertisers
  + Parents of children that are not players \*\*
  + Children that are not players yet – potential players \*\*