**PERSONAS AND TOPICS FOR THE HAJDUK FAN PAGE**

**Persona 1: "Die-Hard Fan"**

Name: Diego

Age: 28

Background: Diego has been a lifelong fan of the soccer club since he was a child. He lives and breathes the club's history, players, and matches. He follows every game, home and away, and collects memorabilia, from jerseys to scarves. He's extremely passionate about the club and wants a place where he can connect with fellow die-hard fans, discuss match strategies, and share his own insights. He's likely to spend hours on the web application each day, posting in forums, reading news articles, and watching classic matches.

**Persona 2: "Casual Supporter"**

Name: Sarah

Age: 32

Background: Sarah enjoys watching soccer but is not as deeply invested in the club as Diego. She primarily follows the club during big tournaments and major games. She's interested in staying up-to-date with the latest news, match schedules, and scores. She'd like to access a user-friendly platform to quickly check fixtures and results, read short summaries of matches, and maybe join discussions occasionally. She doesn't have a lot of time to dedicate to the fan community but wants a convenient source for club-related information.

**Persona 3: "Young Aspiring Player"**

Name: Luis

Age: 16

Background: Luis is a young soccer enthusiast who aspires to be a professional player one day. He closely follows the club because his favorite player is a part of the team. He's looking for a platform where he can access training tips, learn about the club's youth development program, and connect with like-minded young players. He's interested in watching tutorials and reading articles about the club's training methodologies. Luis is also eager to participate in virtual training sessions and engage in discussions with others who share his dream.

These three personas represent different levels of engagement and interests in the soccer club, catering to the diverse audience of the web application. By understanding these personas, the application can provide a more tailored and enriching experience for its users.

**15 topics that should be covered on a fan page for a soccer club:**

1. Club History: A section providing a detailed history of the soccer club, including its founding, major achievements, and iconic moments.

2. Team Roster: Information about the current team roster, including player profiles, positions, and statistics.

3. Fixtures and Results: Upcoming match schedules and recent game results, with live score updates during matches.

4. News and Updates: The latest news, announcements, and updates related to the club, including transfer news and injuries.

5. Fan Forums: Discussion boards and forums where fans can engage in conversations about the club, players, and matches.

6. Match Analysis: In-depth match analysis, including post-match reviews, tactical insights, and player performance assessments.

7. Club Merchandise: An online store offering official club merchandise, such as jerseys, scarves, and memorabilia.

8. Fan Galleries: A space for fans to share photos and videos related to the club, matches, and fan events.

9. Virtual Tours: Interactive virtual tours of the club's stadium and facilities, allowing fans to explore behind the scenes.

10. Youth Development: Information about the club's youth development programs and academies for aspiring players.

11. Legends and Iconic Moments: Profiles of club legends, iconic moments in the club's history, and memorable goals or saves.

12. Social Media Integration: Links to the club's official social media profiles, including Twitter, Instagram, and Facebook for real-time updates.

13. Fan Contests and Polls: Fun activities such as contests, polls, and quizzes to engage and interact with fans.

14. Fan Events: Details about upcoming fan events, meet-and-greets with players, and fan club gatherings.

15. Supporter Resources: Useful resources such as official fan chants, wallpapers, and downloadable club anthems for passionate fans.

These topics cover a wide range of interests and needs for fans, from historical context to real-time updates and opportunities for engagement.

**Combined categorization of the topics to address the interests of Luis, Diego, and Sarah, providing a comprehensive overview of what the fan page should offer:**

**\*\*1. Club Information:\*\***

- Club History

- Legends and Iconic Moments

- Team Roster

- Youth Development (for aspiring players like Luis)

**\*\*2. Match Information:\*\***

- Fixtures and Results

- Match Analysis

- News and Updates

**\*\*3. Fan Engagement and Community:\*\***

- Fan Forums (for discussions, connecting with like-minded fans)

- Fan Galleries (for sharing fan experiences)

- Fan Events (to attend and meet other fans)

- Fan Contests and Polls

- Social Media Integration (for quick updates)

- Supporter Resources (official fan chants, anthems)

**\*\*4. Club Merchandise and Stadium Experience:\*\***

- Club Merchandise

- Virtual Tours (to explore the stadium and facilities)

**\*\*5. Training and Tutorials (for aspiring players like Luis):\*\***

- Training Tips (videos and articles)

- Tactical Insights

This combined categorization accommodates the diverse needs and interests of Luis, Diego, and Sarah, offering a well-rounded experience for all types of fans visiting the soccer club's fan page.

**Sitemap**

Slika na kojoj se prikazuje tekst, dijagram, snimka zaslona, crta

Opis je automatski generiran