

PERSONA: Anthony Larsen

WHEN: Fall 2017

WHERE: Rutgers-Newark

THINK

"I'm becoming more comfortable with the team. This season is going to be great"

"I don't really like having to stand on the sideline and record"

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DO

Anthony avoids being the one recording during pick up games and drills.

He tries different tricks for memorable short footage.



FEEL Happy

amused

SITUATION: Anthony has been going to the field on off days to practice his shooting and ball control. The season opener is approaching fast and his teammates have begun to join
him more frequently in off hours training sessions. The atmosphere is a lot more laid back and they often try different tricks on each other for fun. Sometimes other
players will record shots and nutmegs then upload them to social media.