User Persona – Cav Man

**Cav Man
(School–Specific fan)**

Key Attributes

Low Basketball Knowledge

Casually interested

Team oriented

Short Description

Cares about the school the most

Not familiar with most stats

Mostly interested in resutls

Not interested in detail or analysis

Needs

Simple graphs

Team specific stats

Easy to compare team to others

Sense of spirit

Challenges

Feeling buried in statistics

Too complicated things

Easily disengages

Conveying universal school pride through an app

Opportunities

Describe unfamiliar statistics

Make a team page with easy to understand info

Use logos where possible

Defaults that make the app clear to use

Put the statistics in an accessible spot outside a casual fan's interactive spaces

Allow yearly comparison

User Persona – Die Hard

Die Hard (stats nerd)

Key Attributes

Highly knowledeable	Detail-oriented	Wants control

Short Description

Wants to view many types of statistics	Looks to many teams and years	Wants to feel in control of searches	Seeks out statistics and analytics

Needs

Detailed statistics on overall team performance	Filters to draw comparisons	Broad time scope	Control over as much as possible

Challenges

Bloated navigational devices	Too simplistic information	Too focused data that can't be compared

Opportunities

Have a searchable table	Let users select what they want in table columns	Let users search by year	Make graphs that are easy to compare when changed (pie chart)	Allow the user to select their axes