***Persona***

Number 1

**Mari-Ann Roach**

Mari-Ann is a single mom of Lili (8 year) and Alec (10 year). They both play soccer and Alex also rugby and Lili tennis as well.

She is divorced 3 years ago and her ex-husband quickly settled with his new wive and her 10 years old twins in the south of the Netherlands.

After the divorce Mari-Ann decided it is important to have a job with more flexibility and that she finds a job that enables her to pay all monthly bills.

The good thing was that her ex husband (and he did not do many good things!) gave here 5 years ago for her birthday a professional cooking course…as he liks good food as well. During the course she founds out it is really her passion and people really liked her food.

So when she reconsidered her requirements concerning an new job.her own company sounded like the perfect match to fullfill her requirements. So this was the start of catering company “Manjaro” in combination with creating daily meals. In this way she still has the flexibility to support her kids with school, sports and pays the monthly bills, be home in the evening and weekends and dinner ready during the week when her kids come back from training or the after care.

Allthough she does not understand hockey as a sport (always was a dancer) she likes the social aspect of the club, meeting fathers and mothers of other kids, watching the games of Lili and Alec and have a nice cup of coffee all for herself.

Mari-Ann’s goals:

Be a good mother by watchting the games of her kids regularly, her in Amsterdam or outside in Amsterdam.

Run a successfull catering business and planning of activities (private as well as for the business) is crucial fort hat.

Enjoy life by meeting other people like fathers and mothers of the hockeyclub. Mari Ann sees herself as active member as she drives to other clubs and she runs barservice once a month in the weeked at the hockeycluse. In the future she is reconsidering participate in the hockey committee.  
  
  
  
Scenario:

As November and December are quite hectic for Mari-Ann at her kids school and for her own buniness (lot end of year brunches) she really have to schedule all her activities in time. Kids are in bed and it is 1st of November Thursday evening and she will make her November and December planning. Her own agenda and the soccer website are her best friends. It looks like there are soccergames and training till the first week of December. Mari-ann is wondering. Is it really finished or does she need to take into account postponed matches? Shall I send a what’s app to the group? It is already late and before you know Whatsapp explode. I will ask it Saturday when I see one of the parents at the club…if I do not forget.

Persona

Number 2

Kevin Jones

Kevin Jones can remember how he enjoyed playing hockey when he was a youngster. At that time they still played at real gras and not artificial gras which they have a lot nowadays.

It is great that you can play all season (not when it is frozen) but it is damm annoying when you know very late if the game continues. Like he says on this work to the people in his team. Keep communicating with your colleagues and clients and the figures are always right.

Kevin just had his jubilieum and celebrated his 25 years at a leading supplier of electricity just 20 minutes away from his his house. Kevin is a senior controller although he is with the company for a long closing the books can be quite stressfull. To keep fit and reduce stress he cycles every day to his work. As father of four kids he spend a lot of hours on the soccerclub. He has been a coach for a while for teams in which his 4 kids participate. Nowadays he only drives and is often referee.

Also when it comes to driving or fluiten van een wedstrijd communication, clear direction is key. People who know Kevin know he has colour blindness. So with traffic lights, fluiten, pictures on the website red-green colour combination is the worst choice you can offer Kevin.

Kevin’s goal:

Stay healthy and have a good work life balance

Being an advocate of fair play and as long NYSL plays fair he will continuing act as a referee and enjoying it

As he is an active member of the club he is encourage the club to improve communication and updates game info, new rules etc.

Scenario:

Kevin will be the referree this weekend. He knows it is at another club. He prefers to know during the middle of the week where he needs to be referree so he schedule his weekend. As he liks to spend time with the rest of family as well, but maybe if he has time he can go for cycling with his neighbour Michael for 2 hours.

He found the address at the website of the NYSL. He prefers to know the best way to drive as well. He does not rely on navigation only. You never know if there is roadconstruction and with his colour blindness it is handy to know if there are many traffic lights. Further he prefers to know what the shirt of the competitors looks like as well.

Persona

Number 3

Mike Rogers

Mike is a teenager. He is 16 plays soccer since he is 6 years old. Most of his friends play soccer too. They know eachother for a while and his soccer team is really a friends team. He does not like school. He rebounded at school and really need to succeed this year. He prefers to spend time with his friend. For every training and match one thing is important who is coming…Last year they did well and in the final they lost and became second. This year they are keen to become nummer one in the pool.

In the weekend besides his soccer game he works at the supermarkt to earn money. Next summer he wants to go with his soccermates to Spain. It is important to know upfront where he plays and when he is finished so he can schedule his weekend job.

If he is not at the soccerclub he like to play games like fifa and he is following some E-players

Mike’s goals:

Become the winner of the pool (champion) with his friends.

Succeed this year at school with less effoort

Improve his position at the Fifa players chart.

Scenario:

Thursday evening send an app to his friend figuring out if everybody will join training tomorrow and go the game at Saturday.

In the meantime try to study but at every ping he get’s he look at his phone. Great almost everybody will join except Tim.

As he is not the best player of the team this should not have impact. It is important that we win every week so that we are in the top 3 before the winterstop starts.

What is our position exactly compared with others and how many games to go before the

winterstop? Quickly send a what’s app to the group. Many responses …many different answers…great..How can I ever study?