

Persona's Name: Micheal Owusu

Age: 24

Lives in: London, England

Occupation: entry Level Accountant

What types of activities does this persona do online?

1. Searches for sports news
2. He watches lots of music videos
3. He spends time watching a movie or two
4. He routinely searches for random words

What activities would this persona perform on your web site?

1. He would read sports news
2. He would research the odds to a game
3. He would check schedules and game time

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who...is Odell Beckham

Answer: He is a pro footballer in the American National football league

2. Question: What...is his position

Answer: he is a wide receiver

3. Question: Why...did he miss their last game

Answer: his team came out with a statement saying he had a problem with his ankle

4. Question: Where...does he play

Answer: He plays for the New York giants

5. Question: When...did he start playing pro league

Answer: 2014

6. Question: How...was he selected to play for the giants

Answer: he was the 12th overall pick in the 2014 NFL draft

Persona's Name: Micaela Doyle

Age: 22

Lives in: Chicago, USA

Occupation: Medical Assistant

What types of activities does this persona do online?

1. She browses for celebrity news
2. She checks up on her favorite team
3. she streams pop music
4. she watches lots of music videos

What activities would this persona perform on your web site?

1. She would research on sports figures
2. she would look for news on their personal lives
3. she would check for update on her new team
4. she checks up on their scores after the game has ended.

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who...is Cristiano Ronaldo dating

Answer: He's last official girlfriend was the Russian model Irina shayk

2. Question: What...team does he play for

Answer: Real Madrid

3. Question: Why...has he been in the media of late

Answer: he was awarded a five-match ban for man handling the referee

4. Question: Where...is he from

Answer: He is from the Portuguese city of Madeira

5. Question: When...did he start playing professionally

Answer: at age 17

6. Question: How...many goals has he scored in his career

Answer: Ronaldo has scored more than half a millennium of goals in his career. He has already surpassed the centurial goals in the Uefa Champions league

Persona's Name: Eugene Ayeh

Age: 23

Lives in: Accra Ghana

Occupation: Investment banker

What types of activities does this persona do online?

1. He researches on updates on his favorite football team.
2. He checks on team statistics
3. He googles random words routinely
4. He watches lots of his movies

What activities would this persona perform on your web site?

1. He would check on team news
2. The team stats and that of other teams would be available to him
3. There would be videos and links to on demand games
4. he can check the odds of his team winning a game

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who...is Stephen Curry

Answer: he is a professional basketball player in the nation basketball association league

2. Question: What...are his stats

Answer: in the 2016 season he averaged 25.3 points per game.

3. Question: Why...is he compared to LeBron James

Answer: Because according to an espn pundit, these two are the greatest the game has seen in a long time

4. Question: Where...does he play

Answer: he plays for the golden state warriors

5. Question: When... did he start playing professionally

Answer: in the year 2009

6. Question: How...many times has he been league mvp

Answer: twice