

# Persona 1: Greg

Greg is a 30 year old single male living alone in Toronto. He has a full-time job as a software developer working for the Ministry of Education. He is currently working on an in-house application that involves deterministic and probabilistic matching of personal data records from all different ministries in order to figure out which pieces of data correlate to a single person. With such a tedious project on his hands, he works long, gritty hours all week including some overtimes.

Knowing that he needs to stay healthy despite working full time, Greg works out every morning at 7am before work. He has no problems putting in the extra effort to wake up and get himself in the gym due to his past experiences playing basketball for his university team. Sometimes, he attends drop-in basketball at his gym after work if he is not too exhausted from the long day. Despite being older than a lot of the guys who play, he can still compete effectively.

With basketball in his blood, he regularly keeps up with the NBA season and watches basketball games after work with coworkers or friends. On weekends, he goes out to the bar with his friends to have some drinks and watch the games. His love for the game of basketball is real, resulting in him even researching facts about his favourite players. He would definitely love to have a platform to use to test his knowledge about his favourite players.

## Persona 2: Joey

Joey is a 45 year old living in the suburbs of Toronto in the city of Ajax. He works as a full time sports analyst for TSN, a popular sports network televised every day. He has his own dedicated show on the network called “Joey’s Hot Takes” where he and his partner, John, debate on hard-hitting topics. He even debates off camera on a regular basis with his other colleagues, often getting a little heated in the process.

After a long day’s work, he goes home to his lovely wife and children. He is the father of two: a 13 year old son and a 11 year old daughter. Both his children play sports, with his son playing basketball and his daughter playing soccer. As a sports dad, he is always driving his children to games, practices, dinners, and other sports’ outings and converses with the other parents. Similar to his workplace, he debates on hard-hitting topics and makes bold claims to the other parents. It’s just in his nature to do so.

Wherever he goes, whether it is out for dinner, on a hike, or just at home to his wife, he is always looking for someone to talk sports with and debate. He has a strong personality that is always looking for new opinions and thoughts from individuals in order to counter them or make bolder claims from them. Knowing his tendencies, his wife recommended him to search for a platform that encourages debate and analysis about his favourite sports.

## Persona 3: Vince

Vince is a 43 year old professional basketball player who just played his final game of his career. He played in the NBA for 22 seasons, being drafted by the Toronto Raptors and ending his career with the Atlanta Hawks. He was a consistent high-flyer whose dunks were breath-taking. He was also very clutch during intense games, and recorded many go-ahead and game winning baskets in games.

Knowing he is too old to continue playing basketball, he begins retirement doing all the things he has always wanted to do. He began playing curling and golf; two sports in which he had no passion for until he reached this point. In addition, he began investing in some business ventures that will look to keep him financially stable through his retirement years.

Even with curling and golf taking up a lot of his time, Vince knows that his heart will always be with basketball. He grew up playing basketball since he was 5 years old and worked tireless hours just to achieve his dream to play in the NBA. No matter how old he is, he knows that basketball will always be a big part of his life. And as a result, he looks towards the next season and begins theorizing about the possible outcomes. He predicts the Lakers to win the championship next season with LeBron taking home another MVP trophy, along with numerous other predictions. He wishes to find a platform that will record his predictions and reward him for his hot takes later into the next season.