

User Persona 1 – Alex



Alex – 22

Key Attributes

Alex has a strong understanding of technology and is more than comfortable with exploring the internet to find relevant information. He has strong opinions and particular tastes that lead him to being critical of modern applications/dashboards. Overall, though, he is very motivated to learn new things.

Short Description

Alex is a 22-year-old undergraduate student at the university of Virginia who enjoys watching football casually with friends and family. He has a basic understanding of the game but doesn't follow it religiously. Alex likes to keep track of his favorite team's performance and occasionally engages in fantasy football during the season.

Needs

Alex wants a way to quickly find an overview of his favorite NFL team's current team performance. He is also interested in looking at historical performances of his favorite NFL team so he can impress his friends and family back home with his team knowledge.

Challenges

Alex may not be familiar with more advanced football statistics. He also has trouble finding all the information on his favorite NFL team in one place and instead is forced to look at several different internet sources as his best hope of finding relevant information.

Opportunities

- Creating a user-friendly dashboard interface with intuitive navigation can cut back on a lot of the time Alex spends searching for the information on his favorite NFL team.
- Incorporating visualizations like line charts or bar graphs showcasing different key performance indicators on his favorite NFL team can provide Alex with a more in depth look at his team for the current and past seasons. He also has the flexibility to simply locate basic team statistics that don't overwhelm him and still provide him all the information he requires.
- As a less implicated NFL fan, this could provide an opportunity to provide useful tooltips for any beginner or advanced statistics to enhance Alex's understanding.

User Persona 2 – Taylor



Taylor – 28

Key Attribute

Taylor is very tech savvy; she can efficiently access and consume relevant data on the NFL. She also has experience in graphic design and enjoys providing to the people following her work with high quality insights. She is extremely motivated and hardworking and held in very high regards by her company and peers.

Short Description

Taylor is a 28-year-old sports journalist covering the NFL for a major media outlet. Keeping track of the latest trends, storylines, and statistics is crucial for Taylor's job.

Needs

Taylor needs a one stop shop for all the current and historical NFL team statistics and trends. When reporting out, she wants to be able to not only speak on real-time updates on NFL team performances, but also reference past statistics to produce higher quality sports reporting for her media outlet.

Challenges

Taylor spends way too much of her time combing through countless websites containing vast amounts of NFL data and taking and combining all that data in a manner that makes sense to her so that she can use it effectively when doing her job. Taylor also occasionally needs to create infographics or embeddable charts in her articles, something that she does herself after hours.

Opportunities

- Creating a user-friendly dashboard interface with intuitive navigation can cut back on a lot of the time Taylor spends searching for the information on NFL teams for both current and past seasons.
- Incorporating visualizations that are both visually appealing and comprehensive that can be exported for external use can cut back on a lot of time that Taylor spends creating her own graphics and charts.
- Including a live-feed option that provides up-to-date statistics that are relevant to current events in the NFL could prove to be useful to Taylor in cutting down additional time she spends searching for insights.