

# Gavin Christenson

age: 25

residence: Washington, DC

education: Bachelors degree

occupation: App Developer

marital status: Single | No Children



*I need my projects to be finished quickly and easily*

Gavin spends much of his time working on various coding projects and hates it when his projects are disorganized or overly complicated

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

App to find sports games works and isn't overly complicated

## Needs

- Clear ideas for what the app needs
- Communication from higher ups and app users

## Values

- High quality app
- Easy to work with
- Has all features needed

## Wants

- Easy code to work with

## Fears

- Disorganized and uncoordinated projects

# Gaheriet Winston

age: 33

residence: Washington, DC

education: Bachelors Degree (BA)

occupation: Business Owner

marital status: Single | No children



*Want to have sport lovers a easier way to find how to watch a sporting event*

Sean is juggling many projects and priorities. He appreciates help from his vendors and employees. When tackling something new he prefers to do some research then consult an expert.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Display what games are on your local area
- Location services while using app
- Updates daily

## Values

- Fast and high quality app
- User friendly

## Criteria For Success:

User's have a quick and easy way to find where they can watch a certain sporting event

## Wants

- Easy access to switch between different sports
- Able to save favorite teams
- Option to show how they can watch an event if it's not on a local channel

## Fears

- No one will use the app
- Will take time to get it known

# Ryan McCarthy

age: Late 20's

residence: Washington, DC

education: Bachelor Degree of Fine Art (BFA)

occupation: Designer

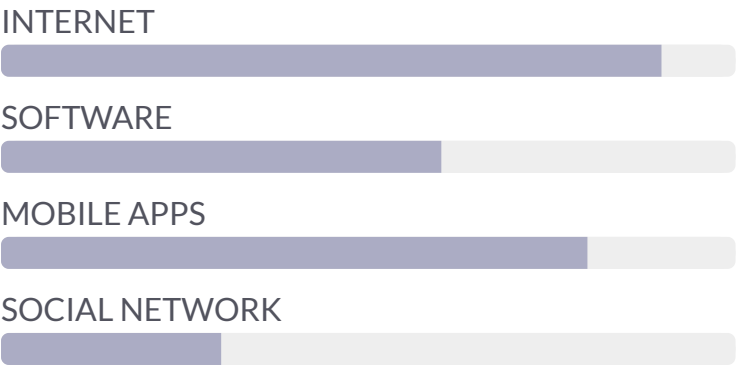
marital status: Single | No children



*I love making money and football*

Ricky likes to focus heavily on one aspect of a project, and appreciates his vendors handling the other responsibilities. He prefers to use existing best practices before inventing new paradigms.

## Comfort With Technology



## Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

## Needs

- Excellent User Experience
- To be involved in the Design Process

## Wants

- Trendy UI
- To see User feedback before any major decision

## Values

- Detailed communication
- Well rounded style guide
- Decisions backed up by user research

## Fears

- Disappointing Users
- Producing a bad product



# Zach Rodgers

age: 32

residence: Neighborhood

education: Highschool

occupation: Construction

marital status: Married



*I love football!*

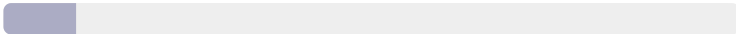
He spends most of his day working but when he comes home, he enjoys watching tv and spending time with his family.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

Be able to use the app/website to work correctly and for him to understand it.

## Needs

- The app/website displays general football news.
- The app/website also displays any all current and previous game scores for all teams.

## Values

- The app/website being easy to use and understand.

## Wants

- Being able to search for specific teams and be able to favorite them, giving him news on that team and things related to them.
- Merch sections for his favorite teams
- Locations for him to be able to watch specific games.

## Fears

- The app/website never working or being difficult to use.

