

# **Personas**

## **Jerry King (beginner)**



**Source:** <https://pixabay.com/photos/people-portrait-man-male-smile-1690965/> (open source)

Jerry is a 45 year old History professor who was born and raised in the small town of Almonte which is 46 kilometres south-west of downtown Ottawa. His family moved to downtown Ottawa two years ago so that he could be closer to the University of Ottawa where he teaches Greek and Romanian Civilization. His wife, Brenda, is also passionate about history and specializes in Canadian and American History. She works at the Canadian Museum of History which is right across the bridge from Ottawa in Gatineau.

Jerry is a family-oriented man who cares a lot for his 2 children; Sam a 14 year old boy and Cheryl a 10 year old girl. Because of his busy schedule at work, Jerry does not get to spend as much time with his children. Both his children are fans of the Toronto Raptors and watch as many games as possible. Therefore, from time to time he will sit with them to watch the game while also catching up on the latest news on his phone. On special occasions, like his children's birthdays, he will buy tickets to watch the Raptors play in person.

He does use his phone occasionally to connect with different people but his phone is usually on silent because he tries to minimize distractions while teaching his lectures and during office hours and staff meetings. When he isn't busy with meetings and school work, he reads a lot of different thesis papers for his own research about the migration of workers in early Egyptian civilization. His optimal time for using his phone is around dinner time when he tries to unwind and wrap up his day.

His kids have recently been trying to make him watch more basketball games and since he wanted to show his support, Jerry decides to educate himself about sports, especially basketball. He believes this will get him to interact more with his kids and he wants an app where he can interact with the community and learn more about ongoing games and basketball. He wants to develop his skills in predicting which team would win so that he can engage with his kids more.

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## **Jo Xu (intermediate)**



**Source:** <https://pixabay.com/photos/woman-library-students-study-of-1822679/> (open source)

Jo Xu is a 21 year old computer science student at the University of Toronto. She is in her 3rd year of her undergraduate studies. Her family immigrated from China to Canada when she was just 2 years old. Being a first generation immigrant, as a kid she didn't know much about american pop culture, like the popular music, shows, sports, etc. Hence growing up she did not know much about basketball other than the bit she learned from her gym class at school.

In highschool she met her 2 best friends, Emma and James. Emma was a part of the basketball team, James was a part of the soccer team, and Jo was a part of the tennis team at their highschool. All three of them bonded over sports, this is where Jo learned more about basketball and soccer. Jo always went to her friends highschool basketball and soccer games to cheer them on. She also bought her friends tickets to watch a Raptors game for Emma's birthday.

As a computer science student she is very comfortable with technology. So she occasionally goes on social media to keep her up to date with the sport. She tries to keep up with the Toronto Raptors, she doesn't watch all their games since she is busy with school, so most of the time she will watch the game highlights. She does tend to be more invested during playoff season and make more time to watch the playoff games with her friends.

Jo is very busy as a university student trying to balance her academic and personal life. She is taking a full course load, working a part time job and is actively seeking a summer internship. She hasn't been able to see her friends lately because of her dense schedule. She misses watching games and making predictions on them.

She was hoping to use an app where she could improve her knowledge of sports through trivia and stay up to date about current sport events. She would also like to make predictions on which team would win. She thinks it would be a fun game to play between friends, to see who has the most knowledge of a sport.

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## **Sanjana Patel (expert)**



**Source:** <https://pixabay.com/photos/young-girl-indian-latina-portrait-3582188/> (open source)

Sanjana is a 17 year old senior (grade 12) in Greenwood Secondary School. She is the captain of her highschool basketball team and eats and breathes basketball. Out of all her friends she is always the first one to know about all the latest news. She is also training outside of school to become a professional basketball player.

Sanjana has been playing basketball since she was 8. She first started out playing basketball with her older brother on their driveway basketball hoop. Her love for basketball grew when her parents put her in basketball summer camp for kids at their local community center. She not only plays basketball but has educated herself on the various news and strategies of the game. During the play-offs season, she is engrossed in front of the TV busily taking close notes about the strategies the players use. She also makes several predictions with her brother and while most of them are usually wrong, she has managed to get a higher success rate than him.

She is also a very good student with lots of discipline. Curious about the world, she carefully analyzes her sources before believing stories. As a result, she is not easily moved by others' opinions and often finds them unreliable.

Sanjana has been feeling very stressed out lately due to university applications. She aims to attend school at the University of Toronto and play for the Varsity Blues while also studying Criminology and Law. She also trains after school so she only uses her phone occasionally during short 15 minute breaks throughout the day.

She wants an app where she can interact with other people who are as knowledgeable and enthusiastic as her since most of her school friends do not show a keen interest in sports. She also wants to maintain a record of her past predictions and find a way to check her progress compared with other people who are interested in sports.