

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

Wants

- Easy code to work with

Values

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

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

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SOCIAL NETWORK



Criteria For Success:

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

Needs

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

Values

- Fast and high quality app
- User friendly

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

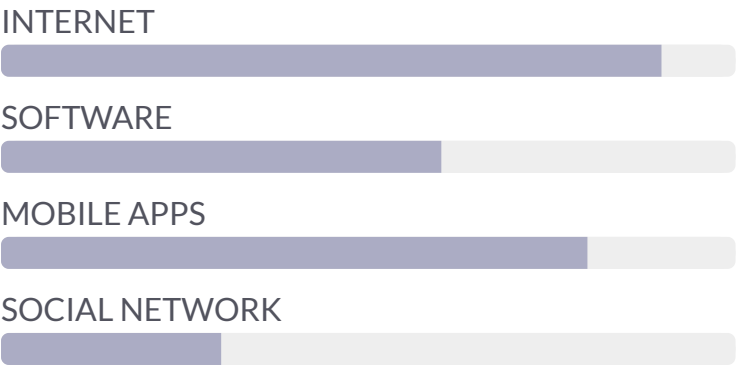
marital status: Single | No children



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



Needs

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

Values

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

Criteria For Success:

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

Wants

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

Fears

- Disappointing Users
- Producing a bad product

Zach Rodgers

age: 32

residence: Neighborhood

education: Highschool

occupation: Construction

marital status: Married



I love football!

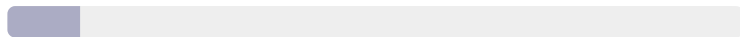
He spends most of his day working but when he comes home, he enjoys watching tv and spending time with his family.

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.

