



Frank Jean
Los Angeles, California

Social Media Marketer

• AGE
25

• SALARY
\$90K

• TIER
LOW-LEVEL

• ARCHETYPE
THE
“BANDWAGONNER”



BIO

Frank Jean is a 25 year old male who was born in Los Angeles, California and lived there for most of his life. His parents are both of French descent and decided to move to the United States shortly before he was born. He recently just finished his undergraduate degree in marketing at the University of California.

He used his degree to secure a job at TikTok as a member of the social media marketing team which takes up a large majority of his time. As a result, he doesn't have a lot of free time to hang out with his friends. His friend group, which consists of 5 guys and 1 girl, spend a lot of their time going to basketball games and watching their favourite team, the Los Angeles Lakers. Frank, while not being a huge fan of sports, tries his best to keep up with the news so he has something to talk to his friends about. Because of this, Frank spends a lot of his free time browsing Google and Twitter for the latest news on sports since he is usually too busy at work to go with his friends to watch the games. This method is inefficient however, as Frank's news feed on these sites is usually filled up with content about the company he promotes as per his employment contract. This makes it hard for him to find news that is actually relevant towards his friend's interests.

Frank's knowledge of basketball is limited towards the Lakers as it's all his friends talk about especially when it comes to LeBron James, which he knows as “THE GOAT”. Because of this, Frank wishes that he had a better and faster way to stay up-to-date with all things basketball. Frank's friends constantly tease him about how he isn't interested enough in basketball despite living in the city with one of the greatest teams in the world. Even though this is true, Frank wants to have a concrete way to prove to his friends that he is very knowledgeable about the sport. Frank is looking for a platform that can help improve his relationship with his friends by being able to have quicker access to sports knowledge to prove to his friends his interest in basketball.



Goals

- Prove to his friends that he keeps up with all things sports
- Find quicker access to relevant sports information
- Improve his social life



Frustrations

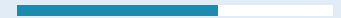
- Too much time spent working and not enough time to join on sports with friends
- Over-crowded social media platforms that make it hard to focus on sports

Behavior

Free Time



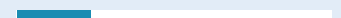
Researching Skills



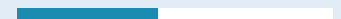
Debating Skills



Potential ACS Score



Knowledge of Sports



Influences

- WORK
- SOCIAL MEDIA
- COLLEAGUES
- BUSINESS
- TECHNOLOGY
- FRIENDS

Frequently used apps



TikTok



Google



Twitter

“I want to prove to my friends that I can be a true Lakers fan.”



Johnathan Grant
Waterloo, Ontario

Student

• AGE
19

• SALARY
N/A

• TIER
MID-LEVEL

• ARCHETYPE
THE CASUAL FAN



BIO

Jonathan Grant is a 19 year old male who was born in Toronto, Ontario and has moved to Waterloo to go to school for business management at Wilfrid Laurier University. Jonathan has always been interested in sports, playing basketball, volleyball, and soccer ever since he was a child.

Recently, he hasn't had the time or energy to play basketball with his friends when he comes home to visit due to the immense workload at school. Although he can't always play in real life, he's been watching the NBA bubble playoffs and making small bets with his friends. They have a running fantasy league, where Jonathan has been making some gut predictions and have been serving him well, even though his friends seem to think otherwise about his picks.

Jonathan has been keeping up with his favourite team, the Denver Nuggets, and got into a heated debate with his friend Alex who thinks the Los Angeles Lakers will win the western conference finals. Currently, Jonathan uses an IOS app for his fantasy league, ESPN for this game results, and Twitter to post his picks and pictures of his favourite team.

Jonathan wants to be able to settle his debates about players, matchups, and final scores with someone who knows more about the sport, and to show off how good his fantasy team is doing. He really wishes that there was a way to have his favourite player picks, results and highlights, as well as debate about his picks and predictions with others all in a single platform.



Goals

- Show his friends that he has the best NBA picks
- Find some way to settle debates on hot topics on sports
- Concentrate all of his sports knowledge on one application



Frustrations

- Has trouble proving that his picks are the best
- Difficulty keeping track of all his info for his fantasy teams/picks
- Balancing sports with friends and school

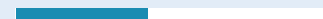
“The Denver Nuggets will definitely make the western conference finals!”

Behavior

Free Time



Researching Skills



Debating Skills



Potential ACS Score



Knowledge of Sports



Influences

- SCHOOL
- TECHNOLOGY
- FRIENDS
- BUSINESS
- SPORTS
- FAMILY

Frequently used apps



ESPN



Twitter



Jessica Jones

Toronto, Ontario

Sports Journalist

• AGE
34

• SALARY
\$45K

• TIER
TOP-LEVEL

• ARCHETYPE
THE ANALYST



BIO

Jessica Jones is a 34 year old female who was born in New York, New York but moved to Toronto, Ontario with her family shortly after she was born. Ever since then, she has been the biggest fan of the Toronto Raptors because of the hype it brought to the community when they first joined the NBA. In her family it was a tradition to watch almost every game, especially when the Raptors go against the Golden State Warriors, her mom's favourite team.

Her love of the sport had inspired her to go into the sports field where she wanted to become a professional sports analyst. She graduated from University of Toronto years ago where she studied communications and broadcasting in hopes that she would one day make it as an ESPN analyst. Unfortunately, however, Jessica did not get her big break and currently works as a Sports Journalist for her local newspaper. Even though almost all of her predictions are spot on, she hasn't been able to garner the attention of any of the companies she applied to. Jessica wishes there was a way to concretely prove that she's qualified for the big leagues. Jessica also loves to debate about her picks for the current season, and even though she's almost always right, she loves looking for debates online. She would like it to be easier to find people who have different opinions than her, because after all, the most fun debate is a heated one!

Even though Jessica is a huge fan of the Raptors, she remains completely unbiased in her picks and knows everything about almost every team. Sometimes her family gets annoyed with how often she brings up random facts at the most intense times of the game. Jessica also loves social media. As of recently, she has been a huge Instagram user because she can post on her story every time a team wins that she predicted or that she likes (which is usually the Raptors for the latter). Her Instagram page is almost solely dedicated to sports and her favourite player Pascal Siakam, although she would rather have a platform where her profile could be more dedicated to showcasing her passion for basketball.



Goals

- Become a professional analyst for ESPN
- Prove that she always knows the right picks
- Win debates against other potential analysts
- Show off her sports knowledge



Frustrations

- Unable to find a way to showcase that she is equipped to be a professional analyst
- Not many social media platforms dedicated to sports
- Difficulty finding a job in her field to match her skill level

Behavior

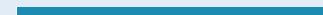
Free Time



Researching Skills



Debating Skills



Potential ACS Score



Knowledge of Sports



Influences

- SPORTS
- BLOGS/ FORUMS
- RESEARCH
- BROADCASTING
- FAMILY
- SPORTS ANALYSIS

Frequently used apps



ESPN



Instagram



Twitter

“All of my picks are right and I can prove it too!”