1. **Persona: Emily Carter – The Casual Bowler**

**Age:** 25  
**Occupation:** Marketing Professional  
**Location:** Austin, TX  
**Bowling Experience:** Occasional weekend bowler

**Background:**

Emily enjoys bowling as a social activity with her friends but isn’t highly competitive. She likes trying out different bowling alleys and is open to learning techniques to improve her game. However, she finds it difficult to discover fun bowling-related events and leagues suited for casual players.

**Goals & Needs:**

* Wants an easy way to find nearby bowling alleys with good facilities and affordable prices.
* Seeks beginner-friendly tips and tutorials to improve her technique.
* Interested in social bowling events or casual leagues where she can meet new people.
* Prefers a mobile-friendly experience with quick access to location-based searches and event listings.

**Pain Points:**

* Struggles to find reliable information about bowling alley amenities and pricing.
* Most online resources cater to competitive bowlers rather than casual players.
* Hard to discover social bowling events that match her skill level.

**How the Web App Helps:**

* Provides an interactive map and alley finder with filters for pricing, amenities, and user ratings.
* Includes a beginner’s guide with instructional videos and tips on improving bowling skills.

2. **Persona: Jon Snow – The League Bowler**

**Age:** 32  
**Occupation:** IT Specialist  
**Location:** Denver, CO  
**Bowling Experience:** Competitive league player (bowls twice a week)

**Background:**

Jake has been passionate about bowling since college and actively participates in local leagues. He enjoys tracking his scores, analyzing performance trends, and competing against friends. However, he struggles with manually keeping records and finding well-organized leagues that fit his schedule.

**Goals & Needs:**

* Wants a digital score tracker to analyze his past games and performance trends.
* Needs a league management system to find and join competitive leagues easily.
* Seeks an interactive event calendar to track upcoming tournaments and competitions.
* Prefers a smart alley finder that suggests bowling alleys with available lanes and high ratings.

**Pain Points:**

* Manually tracking scores is tedious and prone to errors.
* Difficult to coordinate league schedules without an automated system.
* Finding quality alleys with good lanes and competitive players is time-consuming.

**How the Web App Helps:**

* Provides an automated score tracker with performance analytics.
* Offers a league management feature that allows users to join, create, and monitor leagues.
* Includes a searchable bowling alley directory with user reviews, ratings, and booking options.
* Integrates an event scheduling tool to notify him of upcoming matches and tournaments.

**Persona: Mark Reynolds – The Bowling Alley Manager**

**Age:** 42  
**Occupation:** General Manager at Strike Zone Bowling Alley  
**Location:** OKC, OK  
**Bowling Experience:** 15+ years in the industry

**Background:**

Mark has been managing a mid-sized bowling alley for over a decade. He oversees daily operations, staff scheduling, and customer engagement. He wants to attract more visitors, increase lane bookings, and promote events, but struggles with outdated marketing methods and inconsistent customer turnout.

**Goals & Needs:**

* Increase visibility of his bowling alley online to attract new customers.
* Make it easier for customers to book lanes and sign up for events online.
* Promote league nights, tournaments, and special events more effectively.
* Improve customer engagement by gathering feedback and reviews from bowlers.
* Streamline communication with regular patrons and league participants.

**Pain Points:**

* Limited online presence results in lost business to competitors with better digital marketing.
* Many customers call in for reservations, cluttering phone lines and slowing down operations.
* Social media promotion is time-consuming, and engagement isn’t consistent.
* Struggles to keep track of league registrations and event participation manually.

**How the Web App Helps:**

* Allows Mark to list and manage his bowling alley’s profile, showcasing amenities, pricing, and availability.
* Integrates a lane reservation system, reducing call volume and making booking convenient for customers.
* Provides a dedicated events section to promote leagues, tournaments, and special offers.
* Features a customer review system to boost credibility and attract more visitors.
* Enables Mark to send automated updates and reminders about upcoming events or league schedules.