http://www.agilemodeling.com/artifacts/personas.htm
Dave: the casual sports fan

- Dave is a 16 years old highschool student that is mainly interested in biology and chemistry. He goes to school from 8am to 3pm on weekdays and hangs out with his friend on weekends. He eats sandwiches and chicken when he goes to eat with his friends. Usually he has homework, but when he doesn't, he plays video games or basketball with his friends. Dave's parents aren't as invested in sports and prefer to put on TV dramas while they eat dinner.
- Dave's friends watch basketball so naturally, Dave does as well. He likes talking about recent games with his friends and they often debate about who the best basketball player is. Despite all this, Dave only really keeps track of the 3-4 most famous players and his current favorite team.

John: the hardcore sports fan
- John is a 20 year old man who knows everything about basketball, and watches every game live. His favorite team switches every season because he knows all about the best upcoming and veteran players that show up in every team. He knows 30 years of NBA history and has watched countless hours of basketball while studying for university exams.
- He is currently studying statistics and journalism in hopes of becoming an official sports analyst himself one day.

Debron Jameson: the professional athlete
- Debron is a professional athlete that plays for the Mississauga Mihawks. He is in his prime, 24 years old, and can shoot 3 pointers from the 3 point line. He is well respected and attends major tournaments all across the country. He also knows his competition, and is able to prepare strategies against opponents in his coming tournaments.
- He is expected to become an all-star. His favorite food is rice and beans.

Charles: the sports analyst

- Charles is a 40 year old sports analyst. He has a wife, and 2 kids that are in primary school. Every day, He wakes up at 6am, and gets ready to do his job at Sports Co. to commentate and analyze ongoing games and teams. He typically packs his own lunch, and is a home cook that tries new recipes when he can. On his off time, he goes on walks, or takes his kids to the park.
- He has been watching every team, recording every game, and keeping record of every point scored. This deep understanding for the game, and the teams allows him to give deep analysis while keeping it concise enough for regular viewers to enjoy. He gives commentaries for a living and does his best to stay unbiased during live commentaries. While he is unbiased live, on his social medias, it's evident which teams he hopes to win.