

Bob Copperfield (Causal User):



Twenty-year old Bob is a university student at University of Toronto. He lives with his family: his parents and a younger brother. He likes playing basketball and he is a fan of team Raptors. He is the only member in his family that likes basketball. His parents are very busy during the weekdays and his brother plays soccer. He usually watches NBA games at home on TV or computer.

He started playing basketball and watching NBA games because all his friends in high school were talking about these. Apart from basketball, he also has other hobbies such as reading and playing video games. He does not want to spend all his spare time on basketball-related activities.

He sometimes searches basketball-related topics on the Internet. He likes to hear what other people say but he seldom makes his own comments. For him, the Internet and social media are just tools to collect basketball information more efficiently. Instead of the online community, he prefers to have real conversation with his friends.

Felix Manuel (Enthusiast):



Felix is a 23 year-old male who lives in his mother's basement. He dropped out of high school at the age of 16 and is currently a NEET. His favourite NBA team is the Golden State Warriors and he is a huge Stephen Curry fan. From his years of basement dwelling, Felix found an interest in basketball, specifically the NBA. He is very antisocial and as a result found a liking to online communities. Felix is a huge NBA enthusiast and frequently visits online forums such as /r/NBA to post memes and argue with other redditors. Felix lives very close to San Francisco and has gone to every Warriors game since he was 18 including the finals where they blew a 3-1 lead. As a result, Felix was made fun of online for being a Warriors Fan. Aside from the Warriors, Felix tries to watch every game live at home as he clearly has nothing better to do.

Felix is very competitive. He is tired of all the normies on /r/NBA that clearly have not watched every single game of the season. He finds arguing with these people pointless and only frustrates him. Felix wants to have meaningful discussions with other enthusiasts as he enjoys being part of a community. While it is nice to watch NBA games himself, having discussions with other people online further increases his engagement in the game.

As a NBA enthusiast, Felix loves testing his knowledge and flexing his ego to others. Being knowledgeable about the NBA isn't enough for Felix. He has to show off his knowledge to show he is superior. While Felix wants to flex his ego, there currently isn't a good quantifiable way for Felix to flex his ego.

Deon Dee (Moderator):



Deon is a moderator on a large team of moderators for the app and it's his responsibility to keep users in check and keep the community safe. He's not very tech savvy but he's very well trained in sports analytics. Deon is responsible for a list of reports that are sent in on a daily basis and he's also responsible for filtering bug reports from users and sending it to the developers working on the project. The moderators are compensated for their time with internet points and badges along with a small wage.

Deon is happy to see a way for himself to contribute to the community and help make himself feel worthwhile. Deon enjoys smiting people and talking to users to let them know when they need to act more appropriately. Deon is 41 years old and the father of 6 children so he knows how to enforce order and discipline around.

Being a moderator is only a part time role as it can be very taxing on the mind so Deon has a full time job. Deon works as an investment banker at JP Morgan and usually gets on around 9pm every night and will spend no more than 2 hours doing his role. Also contributes to the community through posts and discusses when he has time. He is a huge raptors fan as well; he's not one to miss playoffs games when the raptors are doing well.