

Fanalyst  
Analyst  
Pro Analyst  
Expert Analyst

### **Charlie (The Fanalyst)**



Charlie is a 19-year old male University student studying Psychology at the University of Toronto Scarborough. Charlie used to play recreational Basketball at his local community center because he has some friends who are into Basketball. Occasionally he would catch a game at his friends house when he visits them but he does not watch every game. Sometimes he feels left out when his friends are talking about a game that he did not watch. Charlie feels that if he knew more about Basketball, he would impress his friends.

Charlie has been watching the big final games but does not watch any of the beginning East conference or West conference games. His favorite team is the Raptors because it is his home team and especially because they won the finals last year. He knows most of the big names like LeBron James and Kawaii Leonard but that's about it. He was once called a bandwagoner by his friends and is feeling a bit offended by that.

Charlie watches the highlights of big moments that happened during past games and is currently looking for Basketball content on websites like YouTube and Reddit. He is very comfortable with technology and wishes there is a place or a website that he could visit to sharpen his knowledge about Basketball.

## Jamie (Analyst)



Jamie is a senior in high school and lives in Toronto with her family. She lives in a townhouse and commutes to school using TTC. She often interacts with her friends in her daily commute and their conversations often lead to sports. She is a big sports fan and plays tennis in her high school team, but for entertainment she often gravitates towards basketball. She has been to a few Raptors games and she is a huge fan. She has some merchandise and knows all sorts of new and old trivia and interesting facts about them.

She finds discussing line-ups and predicating scores as a fun activity with her friends, and she often invites her friends to watch the games with her. Due to her competitive personality, she often has many debates with her friends often before the match and they enjoy discussing these topics. In the past she used to go to reddit on threads like r/NBA or on twitter to discuss these topics, but because of the lack of a focused platform, she often gets bored and goes on other apps to watch replays of matches.

She is getting close to the end of her high school life, therefore she is very focused on her studies and has less time to have large gatherings with her friends to watch and discuss games. She spends her extra time playing video games and enjoys playing as her favourite players in basketball games. She likes to make her own costume teams to test out certain synergies, but at the end of the day she enjoys the real games more. She would like to participate in a Fantasy league but she doesn't have enough time to commit to it and is looking for more easily accessible alternatives.

## Sam (The Expert Analyst)



Sam is a 38-year old sport analyst for the show “First Take” on the ESPN network. Sam is an avid fan of basketball and played through his high school and college years but ultimately did not play at a professional level. As a sports analyst who specializes in basketball, Sam considers it his duty to keep up with games daily and often takes notes of specific plays that he shares on his show. Sam believes he is extremely knowledgeable on the various parts of the sport and often engages in debates with the other analysts of his show. Sam's main job is to watch games and then make “takes”. These “takes” are controversial opinions that he makes that he then has to defend amongst his peers through a debate format. Sam is known amongst the public to make very controversial takes but he often brings up statistics and video highlights to help prove his points.

Sam’s favorite basketball games in the year are the march madness college games. Sam enjoys making brackets for the march madness event and arguing with his friends on whose bracket will end up being true. Sam, being a bit younger than most of his peers in his industry, is an avid supporter of the small-ball era of basketball and finds himself in arguments with his peers over its validity. Sam believes that position less basketball is the future of the sport and often likes to jot down and share highlights that support his views.

Sam is a subscriber to NBA league pass and because of his position, he is often given tickets to view games live and in arenas. Sam enjoys taking a device with him to jot down notes and to also look at box scores while the games occur to keep track of individual player stats. He also enjoys using social media platforms like twitter and reddit to share his opinions on various players and teams and actively replies to those who argue with him.

Sam personally believes he is proficient with technology and uses various platforms to do his research for debates on his shows. He often keeps a laptop with him during shows to view stats of games and to take notes on Microsoft Word to remember various points brought up during the debate.