Personas Contract

Player

Luka James is a 16-year-old highschool student who loves to play basketball. He is very detail oriented and is very organized, and loves to schedule his day the night prior. He recently moved to Scarborough because his sister started studying at UTSC. Like many teenagers, Luka is very familiar with using a computer and smartphone for daily use and is active on all major social media platforms. Having just recently moved to Scarborough, he has not been able to find basketball courts near him and more importantly does not have anyone to play pickup basketball with. Many basketball courts are filled with people who are waiting to play pickup, and are often already organized with teams as many of the people who attend a basketball court, go to play at the same court often. Whenever Luka does find a court near him, he often finds himself standing around for hours waiting for a team to add him to their roster and with his daily schedule, he often goes home without playing a single game. Luka is looking for a service where he can find information on local basketball courts near him, teams which are looking for players on that court, and the time of already organized games so he can only go when he knows his team is playing. Luka is also very competitive, and would love to be able to be himself among other players on that court. This will not only save him time, but make the basketball court a much more organized setting, where Luka can schedule his days accordingly and have fun at the same time while trying to increase his rank by winning games.

Team Captain

Kyle Booker is a 31-year-old Senior Software Engineer at IBM. He is a father of two and lives in an apartment in Markham. He is very family oriented and loves to spend time with his friends, however he often finds himself with little time to do so because he is so busy with work and taking care of his family at home. Everyday after work, Kyle and two of his colleagues go to the local basketball court to play pickup basketball. Being that he comes with a team of three and does not want to split up with his colleagues, he often has to wait quite some time before he can find another two people who are willing to join his team so he can play 5 v 5 with another team on the court. Kyle does not often get time to spend with his friends outside of work, so he really cherishes the little time he plays basketball with them, so when he has to wait for over 30 min to play he gets really frustrated. Kyle is very tech savvy, and uses his computer and smartphone all the time. He is active on all the major social media sites and gets a lot of work done from his phone as well. He would love a service where he can choose a local court to play basketball, select the number of players he has and post an "ad" for two more people to join his team. Kyle, being a recreational basketball player, would love to add players who are of a higher skill level than himself to his team so when he goes to the court so he has a chance to win, however it is not always easy to tell which players are good at first sight. He would love a way to rank the players who request to join his team based on their skillset and number of games won. Kyle not only can organize his team hours before going to the court to save time, however he can also meet new people who also share a passion for playing basketball.

Basketball Enthusiast

Tim Jordan is a 50-year-old plumber who lives in the GTA with his wife and pet dog. He is often very busy with work, working long hours and is constantly on the road travelling for work. He loves to watch basketball, he watches NBA games whenever he can and often goes on websites like Yahoo Sports to watch his favourite basketball highlights as he does not always have time to watch full length games. Tim is not very tech oriented. The only social media account he uses is Facebook, and does not use a laptop/mobile phone for anything but its basic functionality. He tells his friends that today's social media sites are often too cluttered and filled with content that he is not interested in. He would love a service where he only sees basketball content, and is not filled with ads. He often scrolls through his local park to watch the younger kids play basketball, and he enjoys watching them. He would love a service where he can watch the highlights from his local park, and share them with his friends.