**PERSONAS**

1. Sally, a working mom who has to balance the weekend schedules of three kids (match info, location, upcoming events, matches).
2. Bob, a parent volunteer at games (match info, location, upcoming events, matches).
3. Chris, a 13-year-old team member who plays intensely (players, results, league table, matches, location).
4. Bob's friend asks if they can meet up Saturday. Bob opens the app to see when the game is happening (matches).
5. Sally is about to drive her daughter to a game and needs to know which field to go to (location).
6. Chris wants to know what team they're playing against today (matches and match info).
7. David a former coach and a competitive father and wants to motivate his son and coach him on his performance (rules, league table, players, results).
8. Andrew, a 12 year old looking to join a football team (player, league table, about).
9. Teresa, a stay-at-home mother eager to find a football team for her two sons (about, rules, T & Cs, contact, league table, players, matches).
10. Joe, Tom and Jack all friends and players on the team had a match last weekend and wanted to see photos of the event (footer: Facebook and Instagram).