

Frank Football

age: 30

residence: New York, NY

education: BSBA Finance

occupation: Financial advisor at Goldman Sachs

marital status: Divorced but looking



"I'm hammering Alabama moneyline." - Frank Football

Frank Football loves to unwind with some football on the weekends after a hard workweek at Goldman Sachs. Bragging rights are extremely important to him with his work buddies.

Comfort With Technology

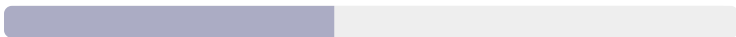
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Needs this app to meet all of his betting needs
- Wants the betting odds to be updated live
- The app must run smoothly so his money transfers go through

Values

- Frank Football loves his work, football, and kids
- Struggles to make time for everyone in his life

Criteria For Success:

Frank Football needs all of his sports betting parlays to hit, otherwise, his work friends give him a hard time the following Monday.

Wants

- Wants his bets to hit consistently so he can get big payouts
- Wants to tell his co-worker Steve that UGA is overrated but can't because Alabama lost this weekend

Fears

- Losing all of his money on sports betting