



Name

Jamie Lynch

Behaviours

Works in a busy job through the week, but spends majority of his weekend keeping up with sport.

Loves to watch sport live, attends local games when he can.

When he can't watch sport in person, he watches at home, or keeps any eye on scores via sport scoring apps.

Demographics

37 year old, single male

Lives in Aberdeen, started following local AF team, but struggles to find info to keep up to date on proceedings

Huge sport fan, recently started following the NFL - is aware of a local team, but thinks there is a lack of info available

Needs and goals

Wants a site with live scores

Wants up to date league standings

Wants schedule information for all teams

Wants team info and current news affecting all in the division