User Scenarios/Personas

<u>Scenario 1:</u> Sarah Martin, 36, looking to sign up her son to join the league.

Goals:
1. Find information including game schedules and locations of games.
2. Receive updates on cancellations or changing of match times.
3. Finding information about league rules.

Potential Problems:
1. Inaccurate information or difficulty navigating.
2. Busy schedule, so may not have time to spend searching the website.
3. Finding directions for the fields/stadiums listed.

Scenario: Sarah wants to find the registration form so she can enroll her son into the league, as well as find league information and rules and to be able to easily get directions via link so she can commute without any complications.

<u>Scenario 2:</u> Thomas Everett, 12, looking to sign up and read the rules.

Goals:
1. He wants to sign himself up.
2. Perhaps see if any of his friends have already signed up.
3. View photos and/or videos of previous matches.

Potential Problems:
1. Could have trouble navigating with a smartphone.
2. May find the website uninteresting or unengaging.
3. Difficulty finding information relevant to him.

Scenario: Thomas wants to join the league but is curious to know who his teammates will be and what the rules of the game are as well as looking at videos and photos of previous matches to get an idea of what he is getting into.

<u>Scenario 3:</u> Michael Lee, 41, looking to volunteer as a coach.

Goals:
1. He wants to help organize events and matches.
2. Access team rosters and contact information
3. Find resources for coaching and practice plans.

Potential Problems:
1. Time consuming administrative tasks.
2. Lack of access to team information.
3. Managing team communication.

Scenario: Michael wants to sign up as a coach and be able to view schedules and contact his team about practices and about information regarding future matches.