User Persona

Persona 1
Sarah Johnson

Key Attribute

Add adjectives to describe this persona

Dedicated and passionate about supporting her club,
Resourceful when it comes to the club's history. Overall, an affectionate, witty, creative, and diligent women.

Short Description

Add phrases to bring this persona to life

Sarah's love for FC Barcelona began during a trip to Spain in her early twenties. She was captivated by the culture surrounding the club and the city of Barcelona itself. Despite the time difference, she makes an effort to watch every match and follows the team news through social media and football apps. Sarah also collects FC Barcelona memorabilia and dreams of visiting Camp Nou again.

Needs

Add the persona's reasons for taking this particular journey

•To stay updated on match results, upcoming fixtures, and player news due to the time zone difference.
•To learn more about the club's history, legends, and iconic achievements for a deeper connection.
•To feel part of the FC Barcelona community by engaging with content and discussions relevant to international fans.

Challenges

Add pain points or potential frustrations

Sarah might find it difficult to keep track of match schedules due to time zone differences, risking missing live games. Additionally, Sarah seeks a deeper connection with the club's culture and history, which might be overlooked if the website focuses heavily on statistics and current events.

Opportunities

Add ways that your product or service can address the pain points

Implement a feature that shows the times of games for different time zones so Sarah can make sure she does not miss the matches. Additionally, I could create a page within the website that will curate content that highlights the club's history, traditions, and cultural significance, including stories about legendary players, landmark matches, and fan traditions. Offering this content in an easily digestible format, such as short videos, interactive timelines, or feature articles, can enhance engagement.

User Persona

Persona 1
Alex Martinez

Key Attribute

Add adjectives to describe this persona

Passionate about soccer,
Ambitious fan looking to know all the details,
Adaptable to many styles of data representation due to his background.
Overall, a hardworking, bright, and ambitious mind.

Short Description

Add phrases to bring this persona to life

Alex is a passionate football fan with a particular interest in the analytics side of the sport. Born in Catalunya, Alex has been a lifelong FC Barcelona supporter, drawn to the club's rich history and style of play. In his free time, Alex enjoys playing amateur football, participating in fantasy football leagues, and reading statistics and analytics of the club.

Needs

Add the persona's reasons for taking this particular journey

•**In-depth Analysis:** Alex appreciates statistical breakdowns of matches, players' performance over seasons, and historical data comparisons.
•**Visual Data Representation:** Prefers graphs, heat maps, and interactive charts to understand trends and patterns in the data.
•**Historical Context:** Interested in how current team and player performances stack up against past seasons and historical players.

Challenges

Add pain points or potential frustrations

With his job, Alex is very busy all the time and can not afford to waste time looking for the information he is trying to find. He gets easily frustrated when he feels like his time is wasted, therefore, it is important for him to have the data in a clear lay out and a neat manner. Additionally, Alex's English is not perfect, therefore, it is important the website can showcase data without the need for long paragraphs of explains, and more reliance on visualization of the data and statistics.

Opportunities

Add ways that your product or service can address the pain points

To Address Alex's issues, it is very important that my website will be very clear and direct so the user can quickly reach the basic statistics and information they are looking for without many clicks. Additionally, it is important that the information is either providing a translated option to Spanish so he could read the long paragraphs that might be there, or even better, find a way to deliver the same information with a visual representation rather than through a paragraph.