



# Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

## Fight Bank

### Purpose or Main Intent

A web and mobile application that helps knowledgeable fight fans find classic or more recent fight videos / review them / add the fights to favorite list

### Description of Intended Audience

Fight Fans , typically men aged 17-45. Since the main intent is to watch fights on this app, most people would probably use desktops/tablets since viewing videos is much more pleasurable on those devices.

### Core Functionality

Allows user to search for fights with detailed filters in place. They can add their favorite fights to their own personal "fight vault" where they can rewatch them again and again.

### Feature Set

- Search for fights
- Filter search results by the following filters:
  - Title Fight?
  - Boxing, Kickboxing, MMA?
  - Weightclass?
- View Details of each fight, includes user reviews
- Library of saved items (Fight Vault)
- User Login / Forgot Password / User Sign Up

### Nice to Have

- Filter by ranking (user rating, popularity)
- Email to a friend / share on social networks



## Primary Persona

### Mike Williams



“I like to watch those old classic matches...then be able to watch them again whenever I want”

Mike tries to use the UFC's fight vault, but the fights are only MMA and plus you have to pay for the service. Mike wants to use Fight Bank to watch all combat sports fights, and save his favorites quickly and effectively.

Characteristics	Influencers	Pain Points
Age: 30 Education: College Degree Job Title: Office Guy Tech Familiarity: Basic Windows Tech Usage: Desktop/tablet for recreation Platform: Windows	<i>Find fights easily</i>  <i>Save favorites in one place</i>  <i>Minimum ads while watching</i>	<i>Hard to find fights</i>  <i>Impossible to save them in one place</i>

### Scenarios

**Goal:**

Watch good fights from any combat sport

**Goal:**

Save mentioned fights to watch later, review fights



## Secondary Persona

### Steve Jones

“I like reviewing and watching fights, it’s just so addicting”



Steve looks for fights to rate and watch, although he has no outlet to do so. He likes Fight Bank’s review system and favoriting system, making it easy for him to review and save his favorite matches.

Characteristics	Influencers	Pain Points
Age: 25 Education: Full Sail Degree Job Title: Graphic Design Tech Familiarity: Mac, Adobe Products Tech Usage: Mac laptop and iPhone Platform: Mac OSX	<i>Review fights with ease</i>  <i>Save fights in one place for easy organizing</i>	<i>Hard to locate fights</i>  <i>Complicated to review and post</i>

### Scenarios

**Goal:**

Watch and review fights

**Goal:**